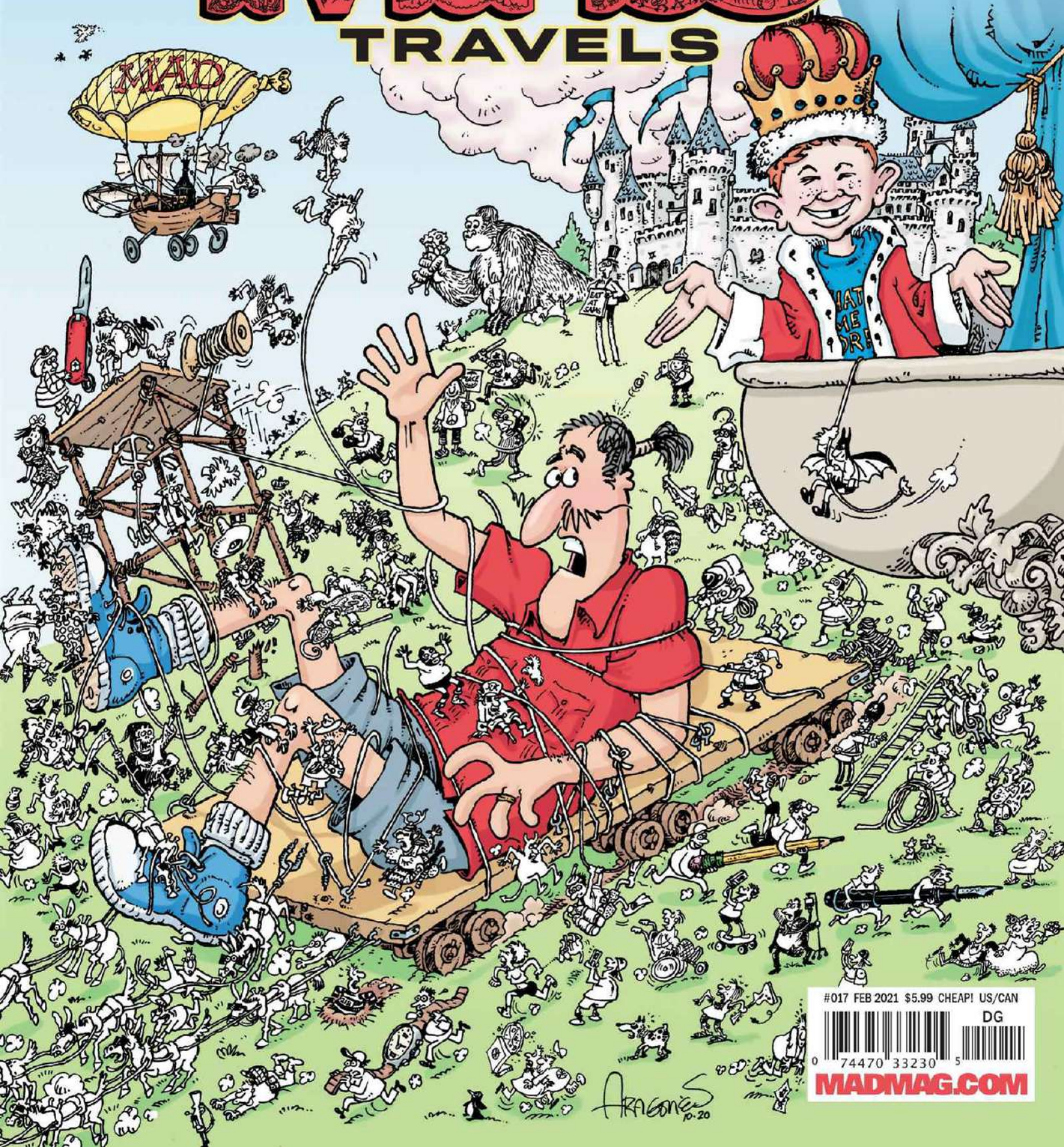


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p. 20









# MAD

NO. 17 FEBRUARY 2020

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**56** ¡Gracias, Sergio!



**INSIDE BACK COVER** A MAD Fold-In by Johnny Sampson

**VARIOUS PLACES** Drawn Out Dramas by Sergio Aragonés

**COVER ARTIST** Sergio Aragonés

**COVER COLORIST** Carrie Strachan

The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference.



SERGIO ARAGONÉS  
 PRESENTS



WRITER & ARTIST **SERGIO ARAGONÉS**    COLORIST **CARRIE STRACHAN**











ARAGONES 10-20





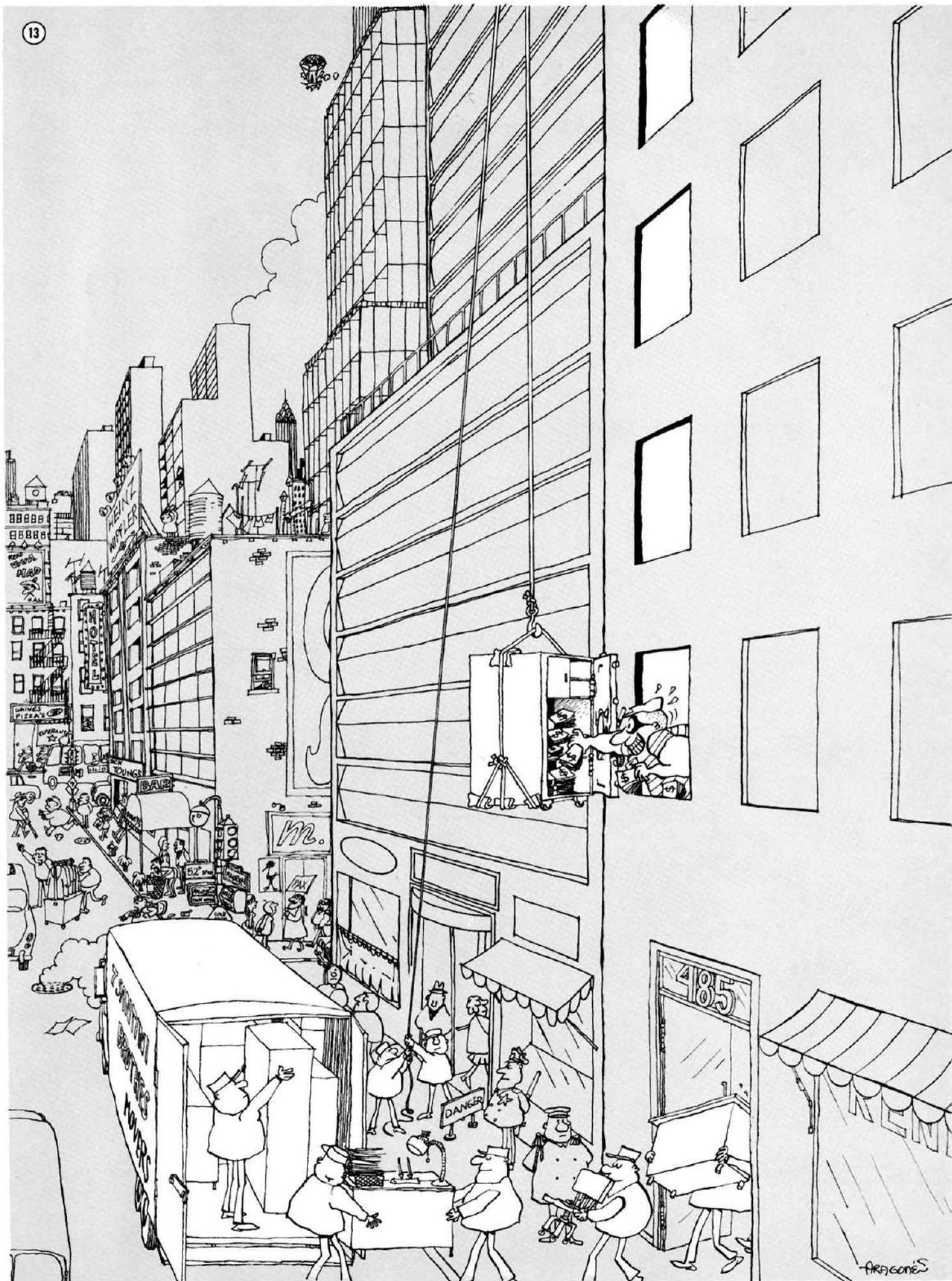
# THE HEIST



WRITER & ARTIST **SERGIO ARAGONÉS**



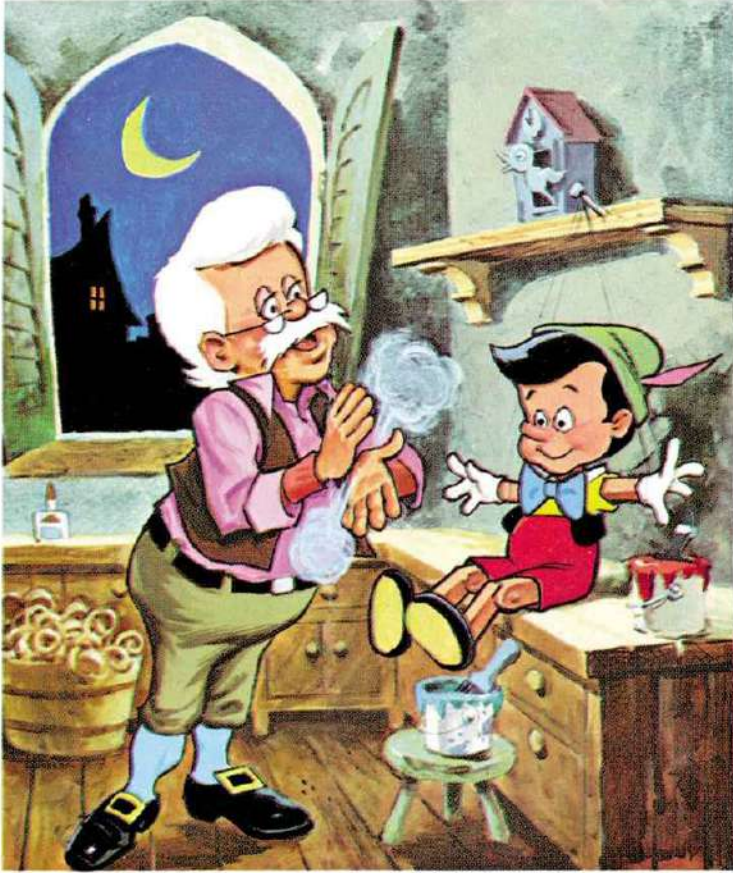




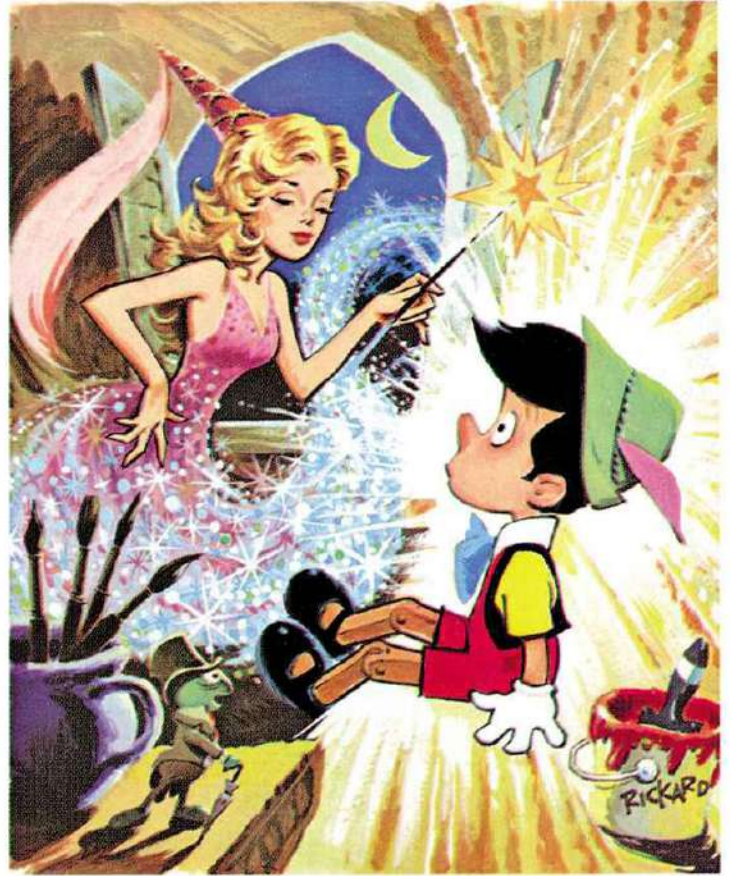




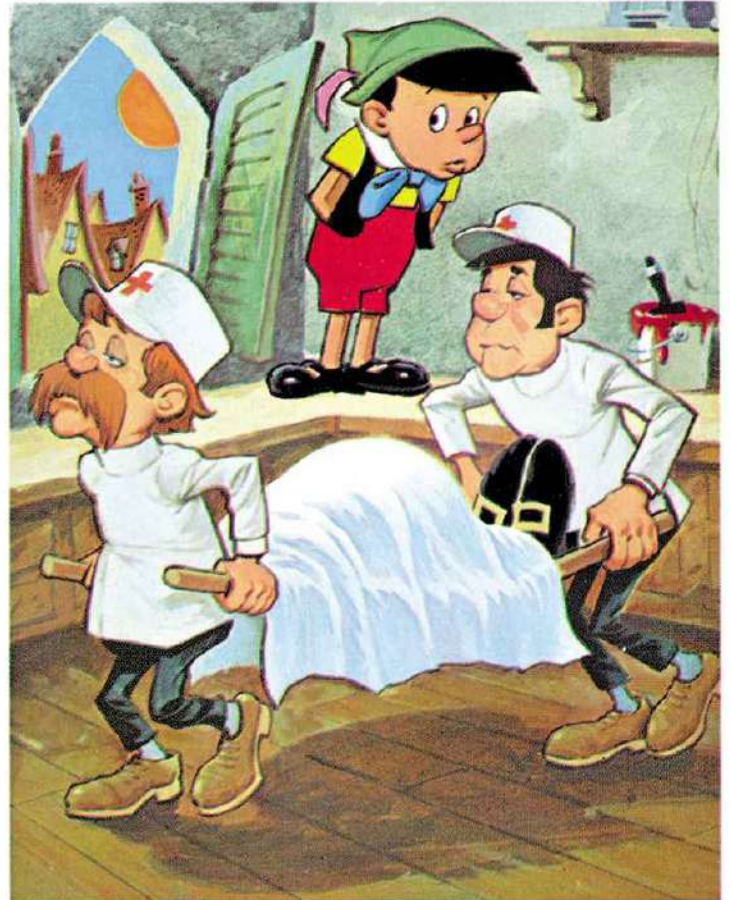
# Scenes We'd Like To See



WRITER **SERGIO ARAGONÉS**



ARTIST **JACK RICKARD**

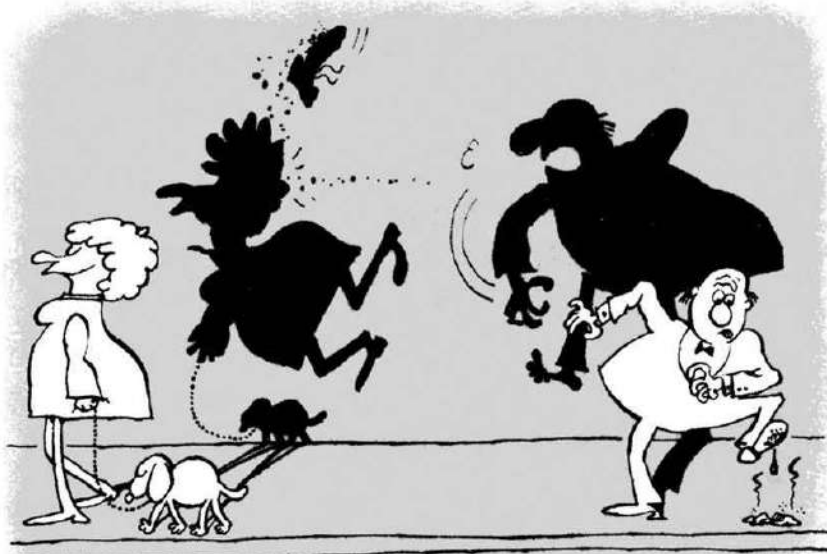






WE'VE GOT YOUR PENUMBRA DEPT.

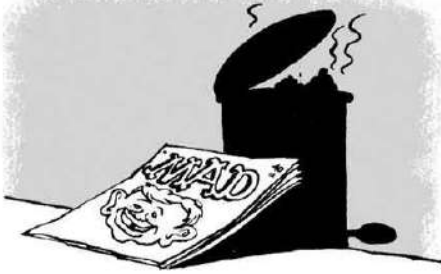
# The Best of THE SHA



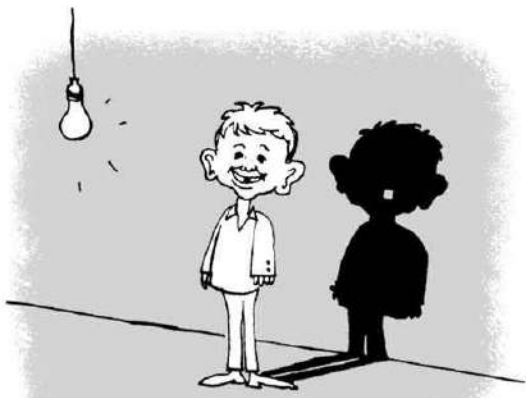


# DOW KNOWS

WRITER & ARTIST **SERGIO ARAGONÉS**





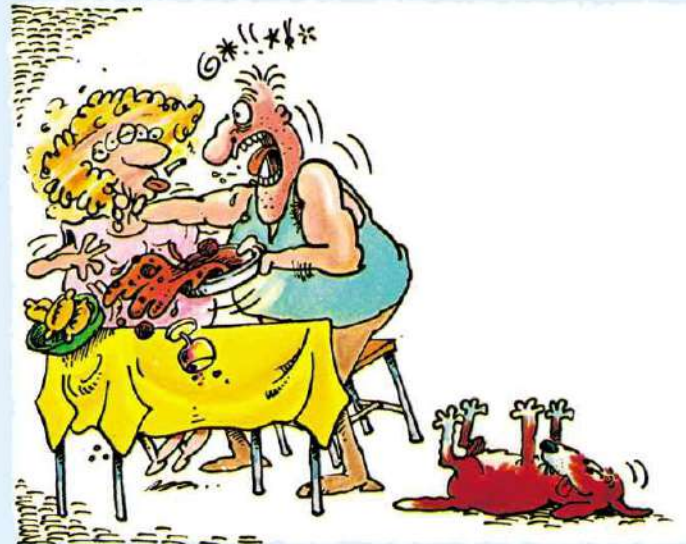


"Who knows what evil lurks in the hearts of humanity? Sergio knows!"





# A BITE BIGGER THAN HIS BARK





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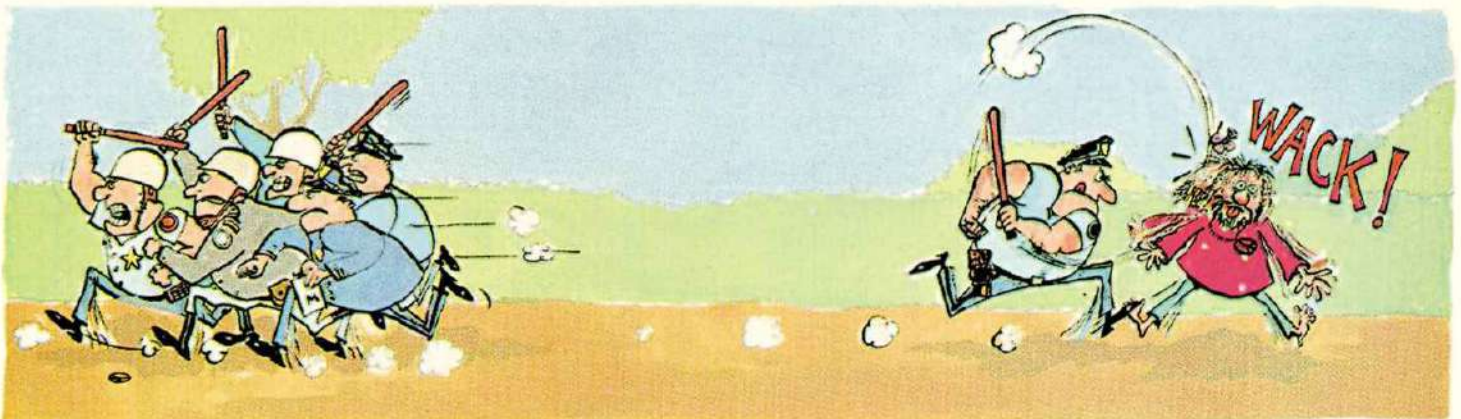
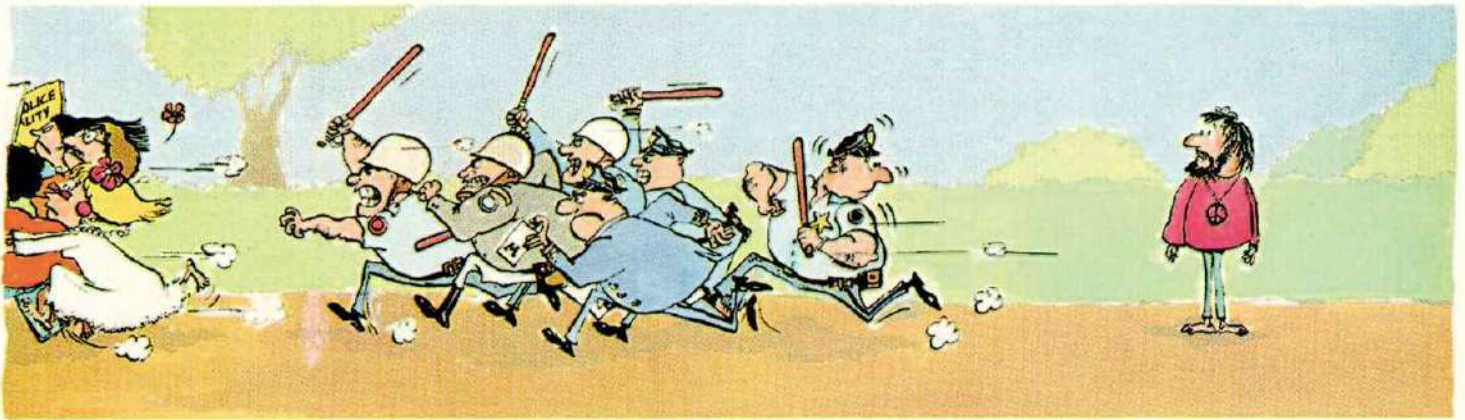




# THE BEAT GENERATION



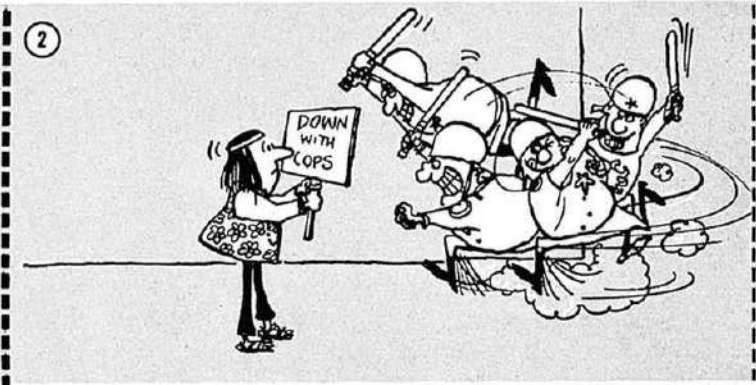
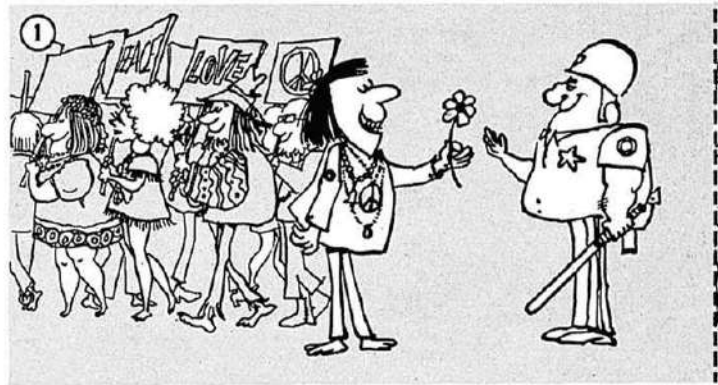
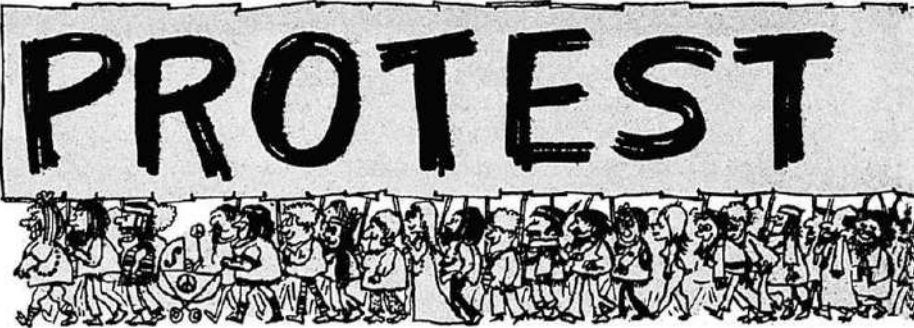
WRITER & ARTIST SERGIO ARAGONÉS





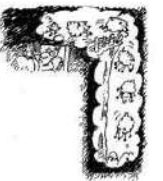


# SERGIO ARAGONÉS TAKES A MAD LOOK AT...

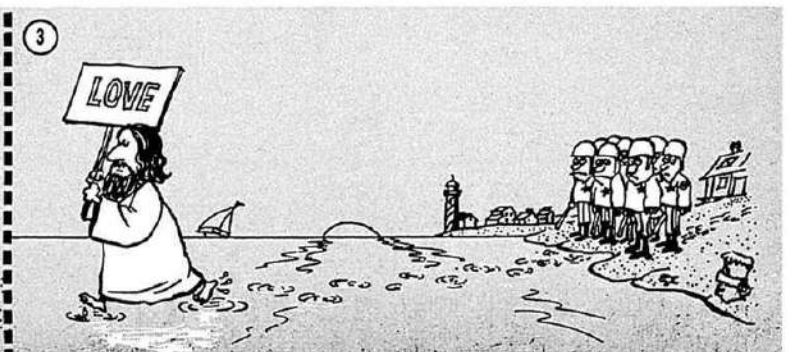
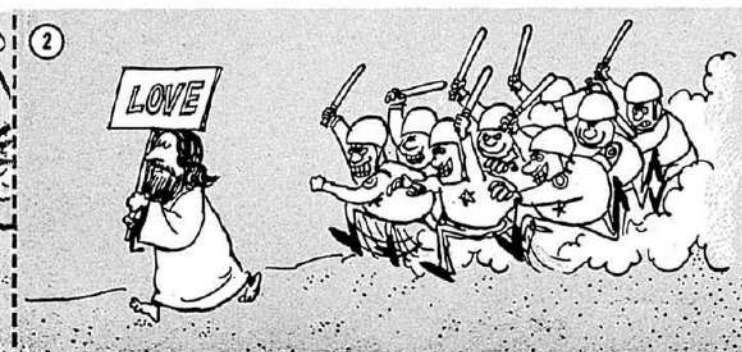
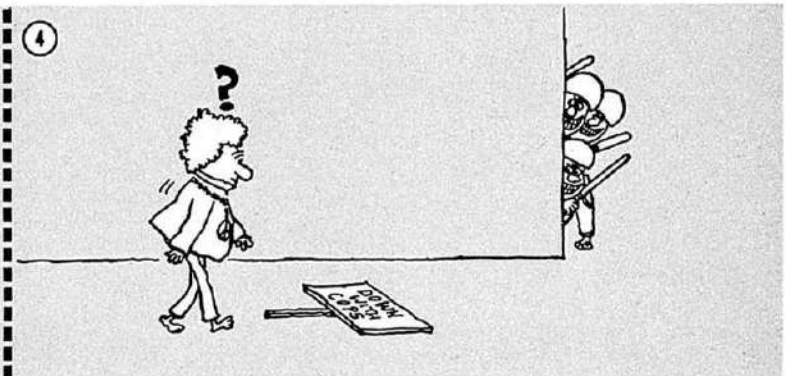
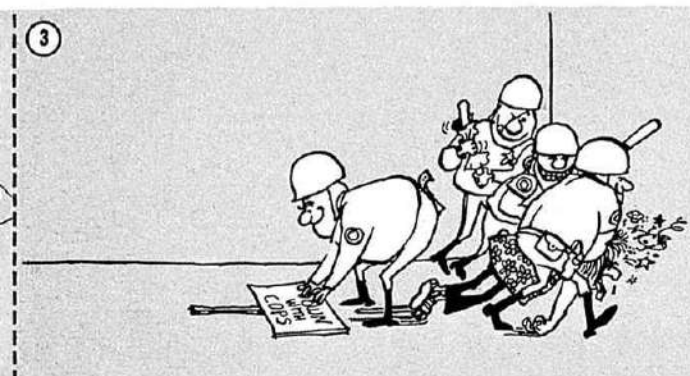
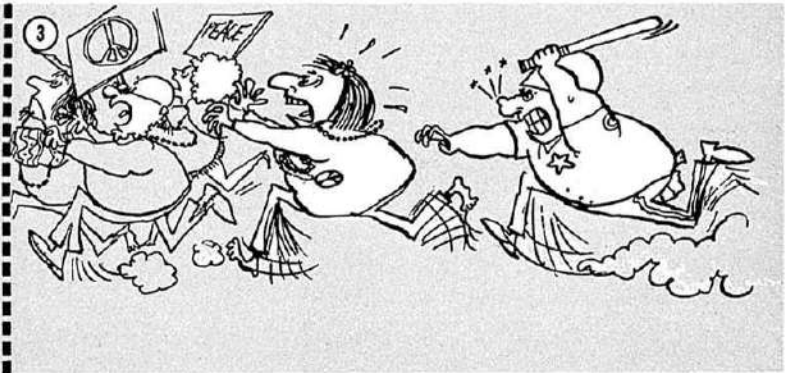
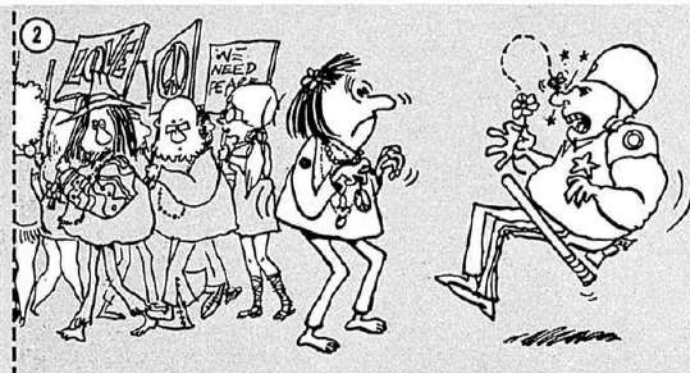
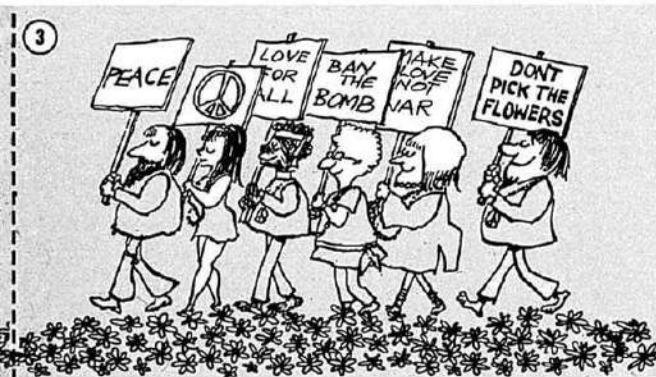




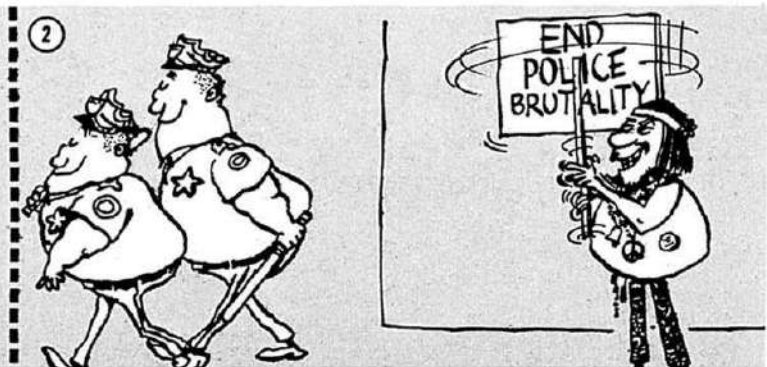
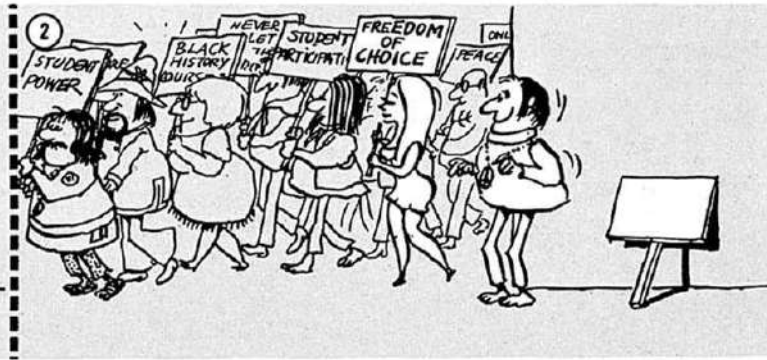
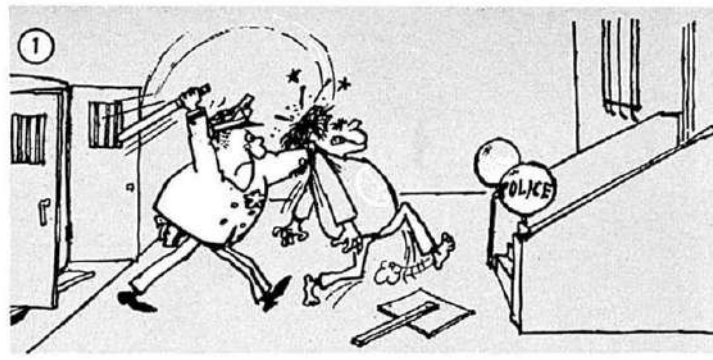
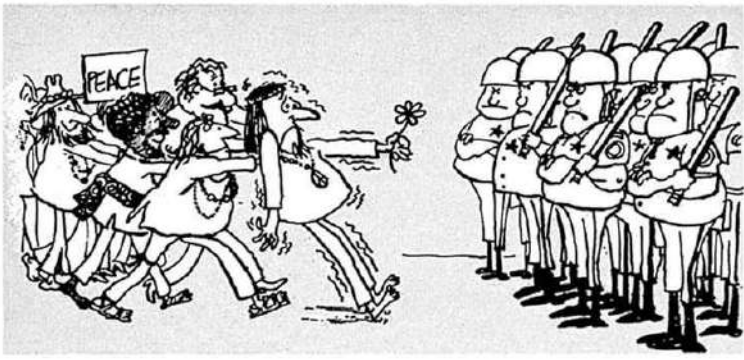
# DEMONSTRATIONS



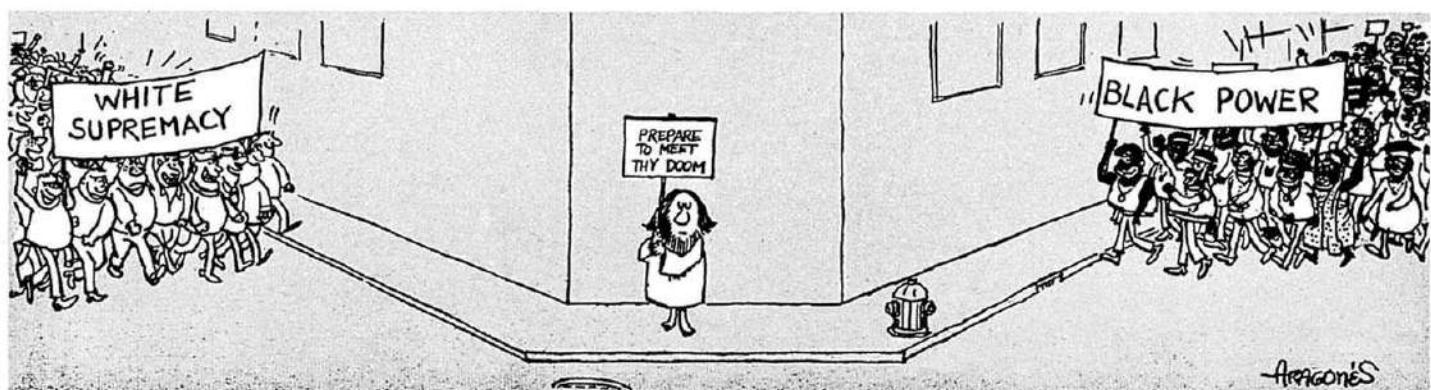
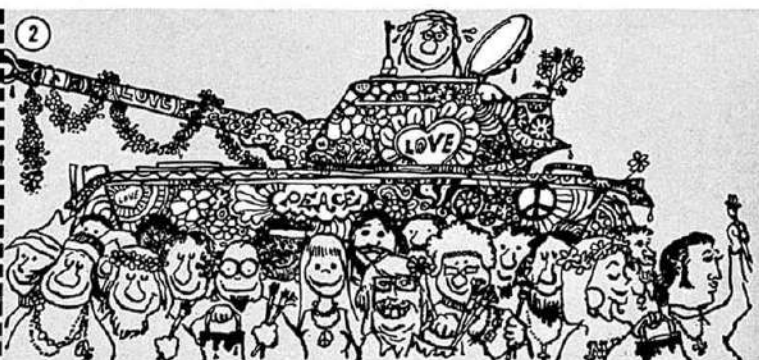
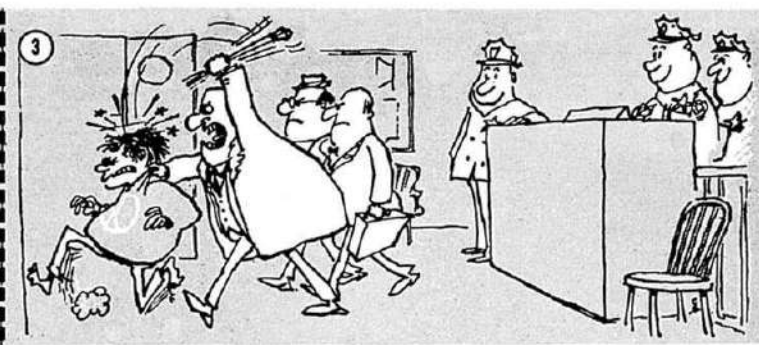
WRITER & ARTIST **SERGIO ARAGONÉS**











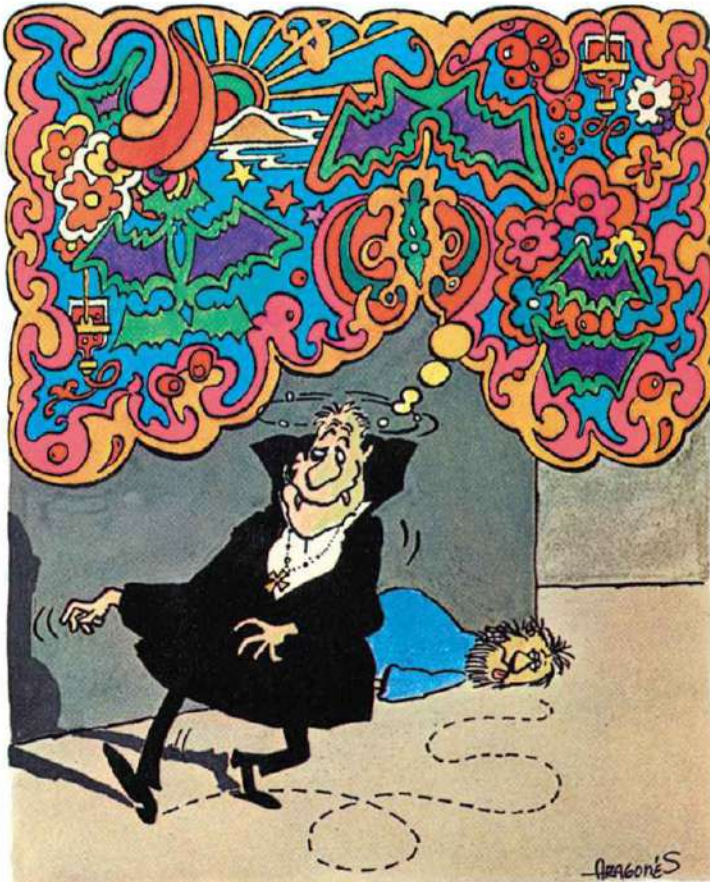




# The Vampire



WRITER & ARTIST SERGIO ARAGONÉS







# ONE DAY ON MAIN STREET

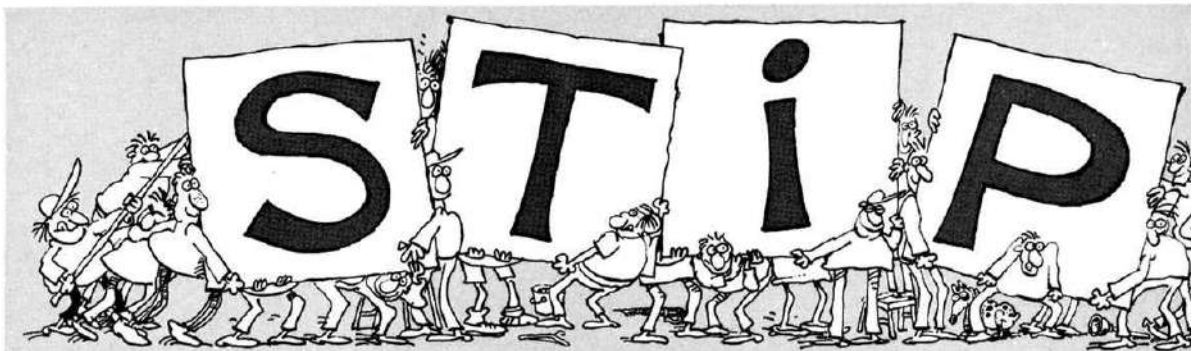
WRITER DICK DEBARTOLO ARTIST SERGIO ARAGONÉS



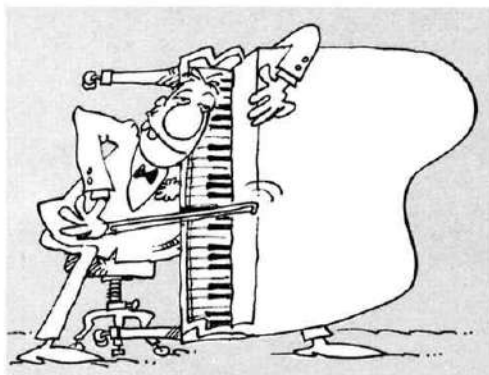




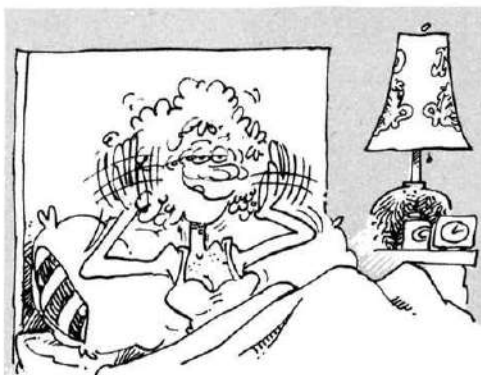
**MAD's Handy  
Clues, Hints  
And Tipoffs  
That You're  
Really,  
Unquestionably,  
Without  
A Doubt...**



**WRITER DAN BIRCHER**



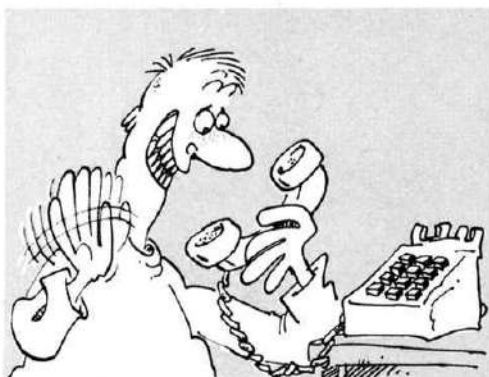
**When you're playing the piano you frequently lose your grip on the bow.**



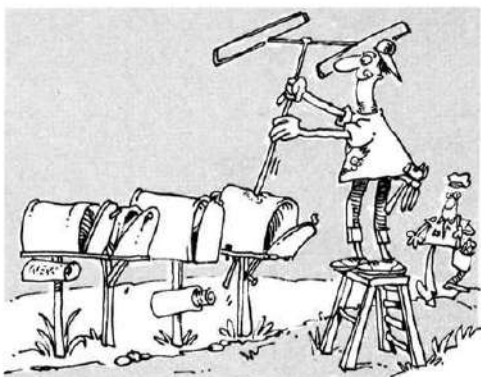
**You go to bed and accidentally fluff up your head.**



**You're absolutely convinced that nostalgia is a thing of the past.**



**You've caught yourself waving "Goodbye" instead of "Hello" when answering the telephone.**



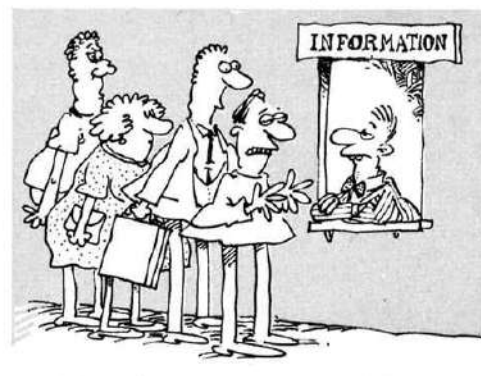
**You put a higher antenna on your mailbox in an attempt to receive mail from people farther away.**



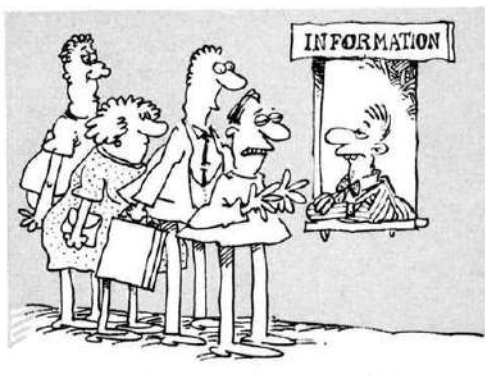
**You go to bed and family members attempt to fluff up your head.**



**Your neighbor's radio blares at three A.M. and you angrily call him up to demand that he change the station at once.**

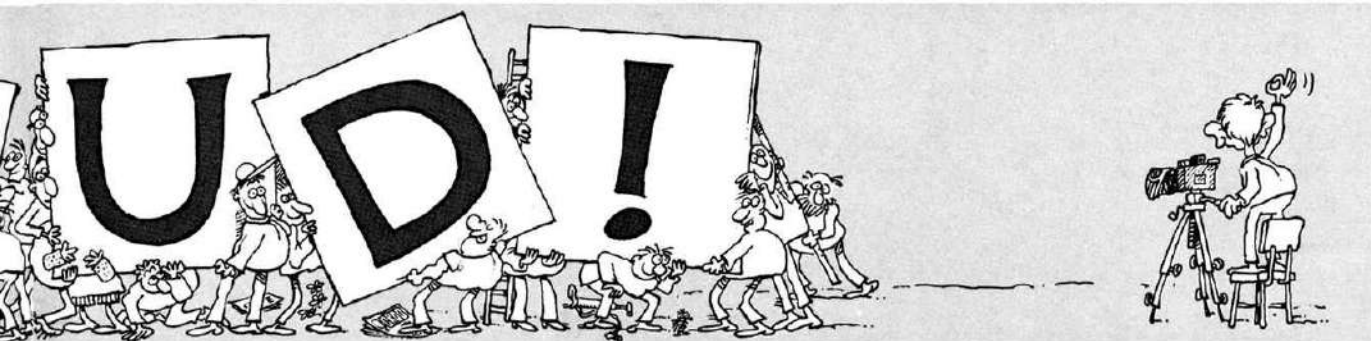


**People repeat everything they say to you because you look way too stupid to grasp things the first time around.**



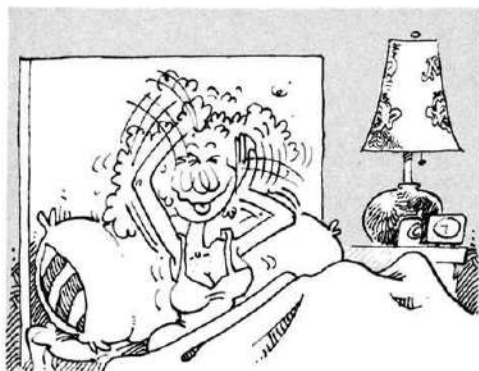
**People repeat everything they say to you because you look way too stupid to grasp things the first time around.**





ARTIST **SERGIO ARAGONÉS**

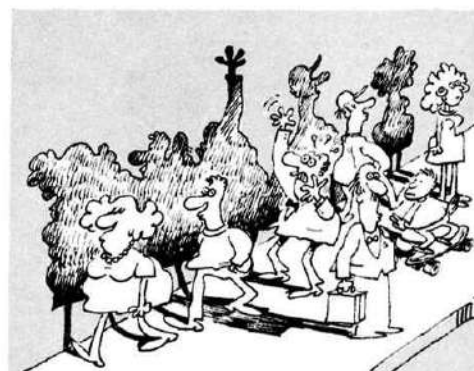
ORIGINALLY PUBLISHED IN MAD #298, OCT 1990



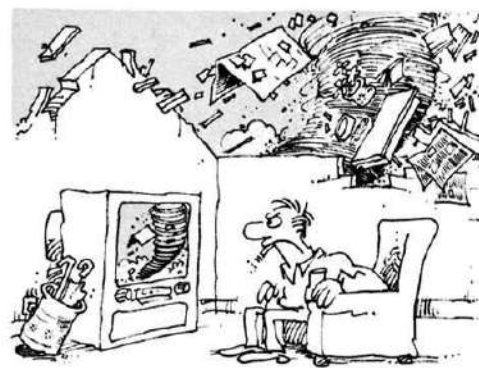
You go to bed and purposely fluff up your head.



You purchase season tickets to the Super Bowl.



You have trouble picking your shadow out of a crowd.



You fret over the fact that they never mention what a hurricane's last name is.



You find yourself complaining to a waitress that the straw in your glass is upside down.



You find yourself wondering what branch of the military Captain Kangaroo was in.



Your biggest worry about marriage is getting that little ring over your loved one's head, down their arm and onto their second finger.



You find yourself trying to convince a policeman who's pulled you over for a burned-out headlight that he merely has one eye closed.

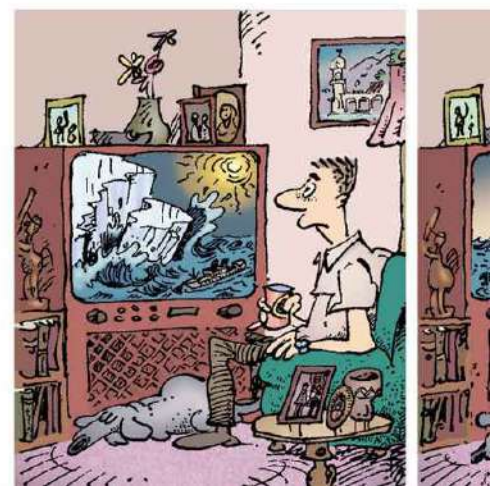
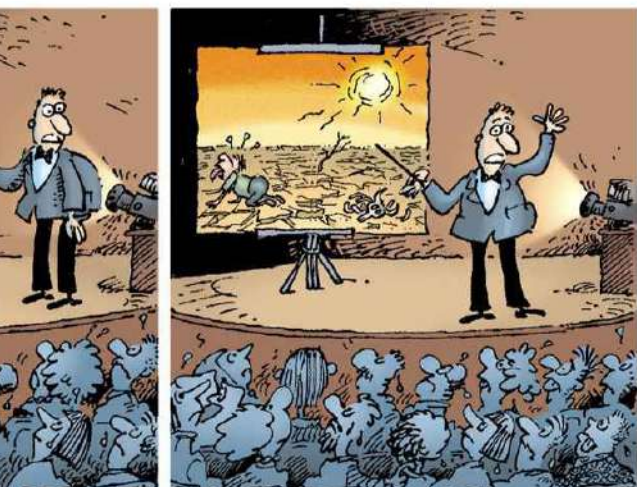


You worried about a sore that wouldn't heal, only to find out later that it was a natural body opening.



**Sergio Aragonés**  
 PRESENTS

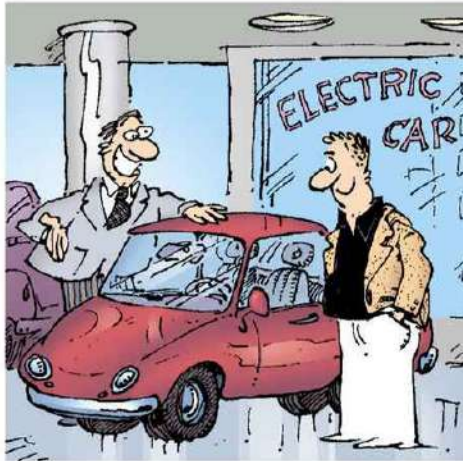
# A MAD LOOK AT



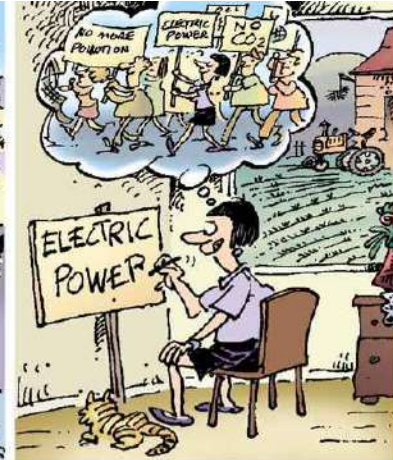


# GLOBAL WARMING

ORIGINALLY PUBLISHED IN MAD #479, JUL 2007











# THE COCKROACH

1



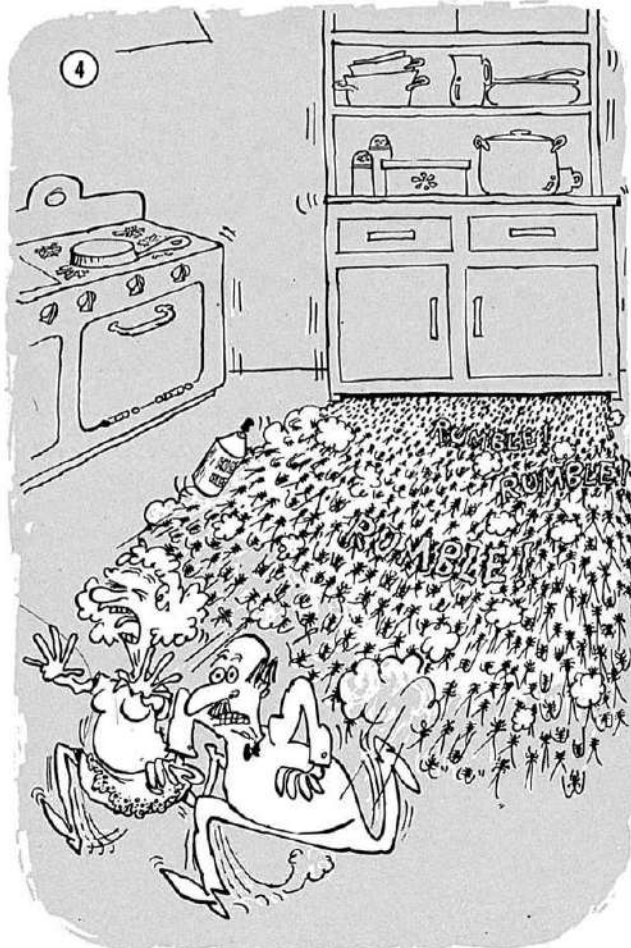
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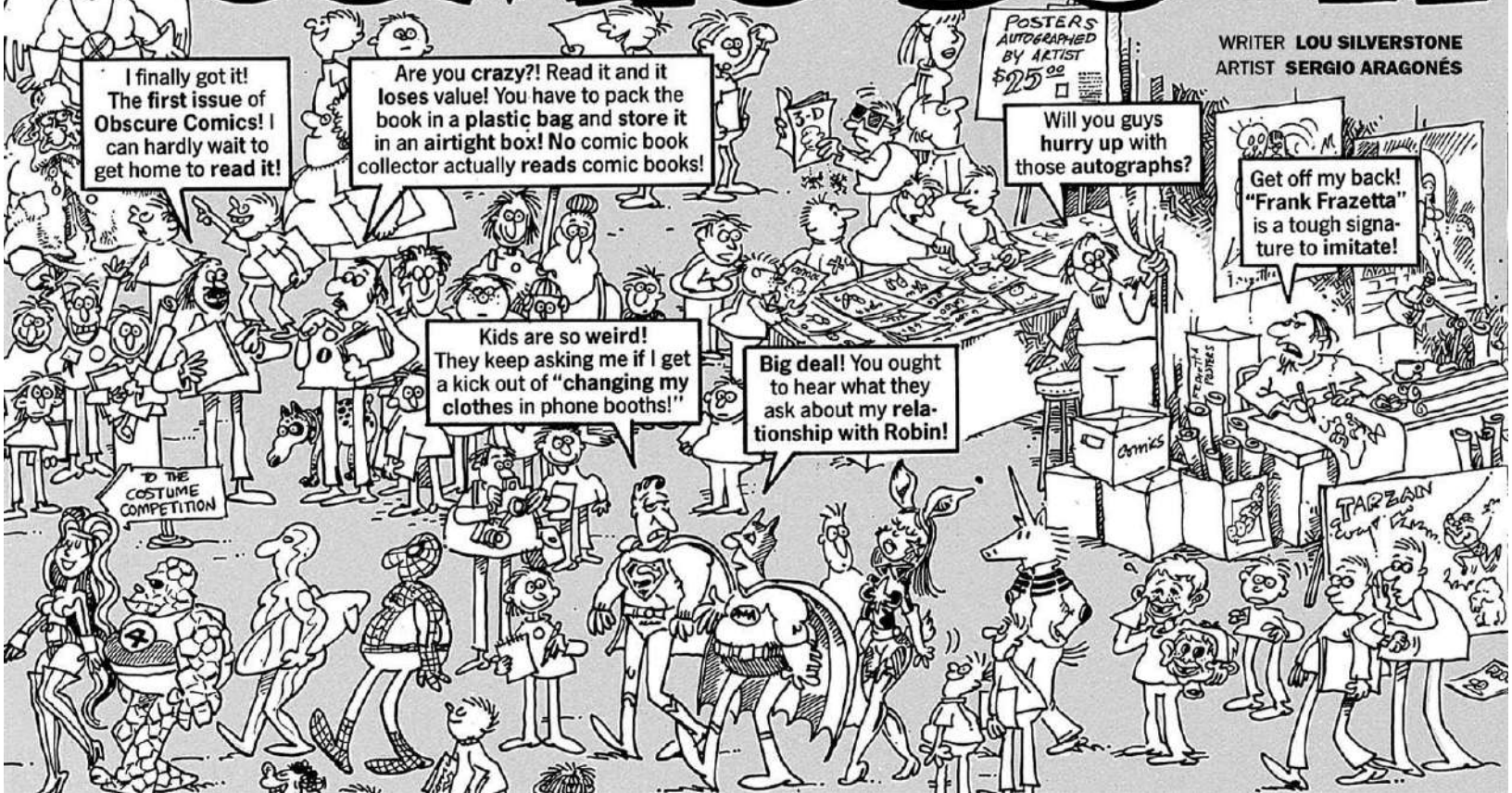
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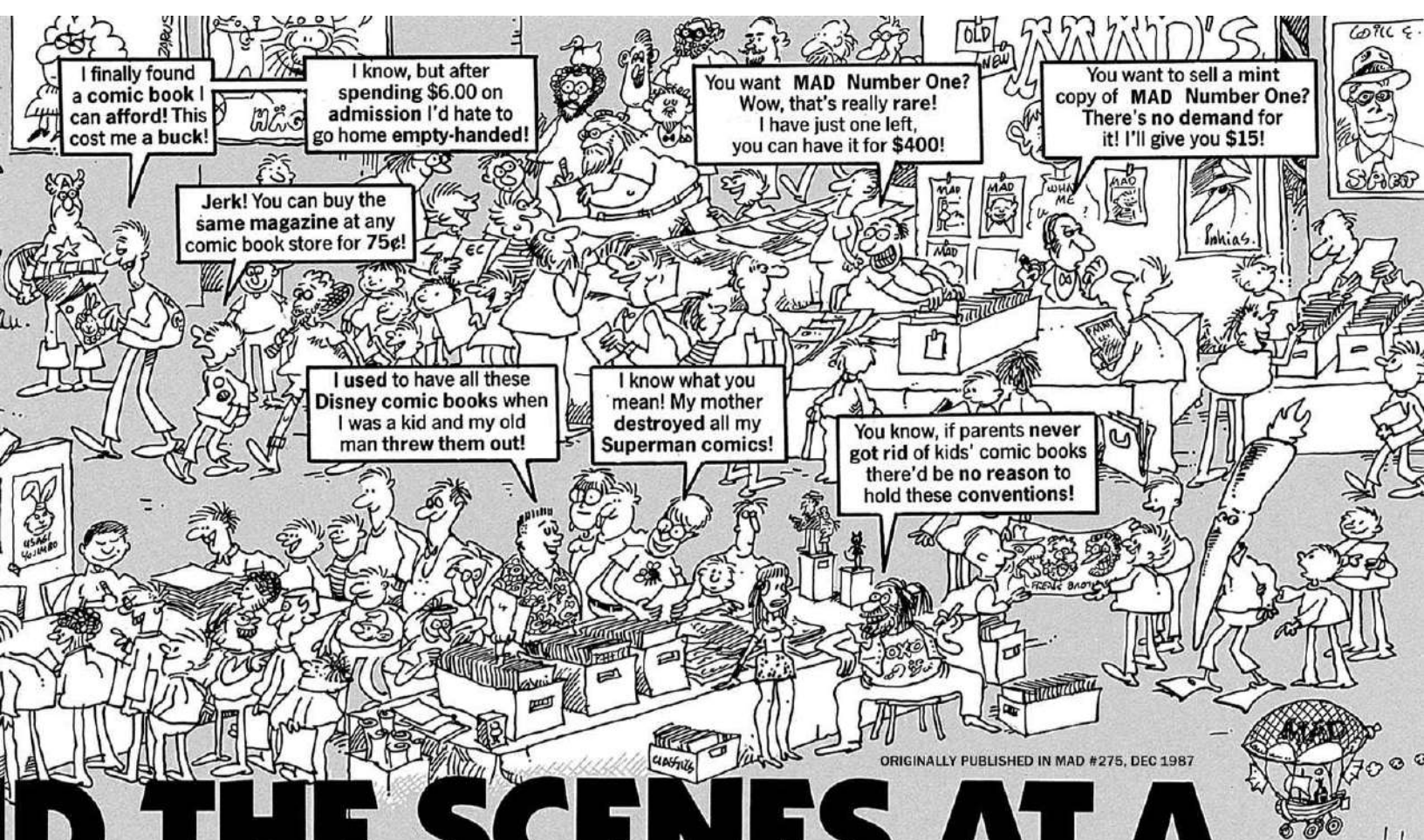


# A MAD PEEK BEHIN COMIC BOOK



WRITER LOU SILVERSTONE  
ARTIST SERGIO ARAGONÉS





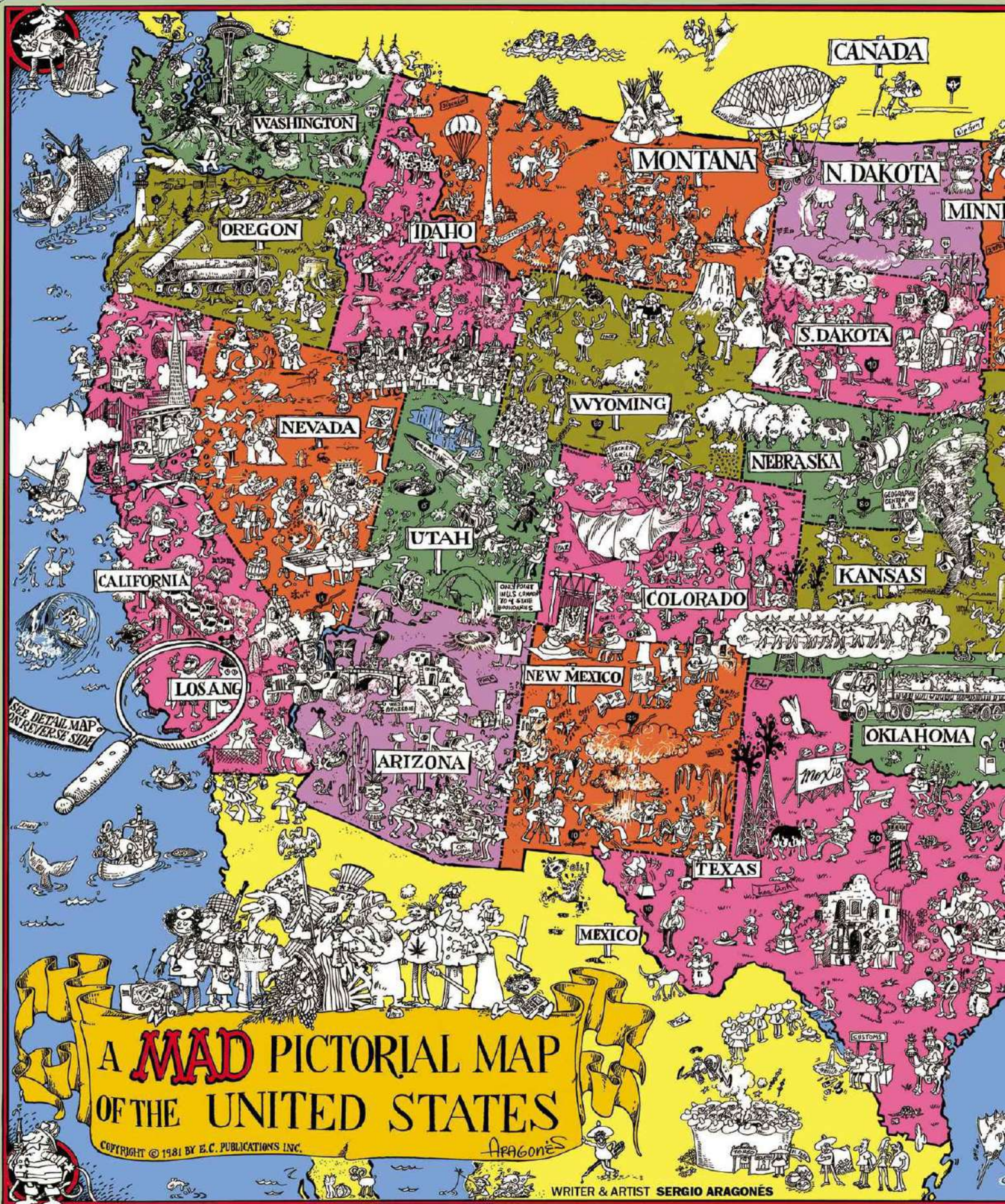
ORIGINALLY PUBLISHED IN MAD #275, DEC 1987

# THE SCENES AT A CONVENTION

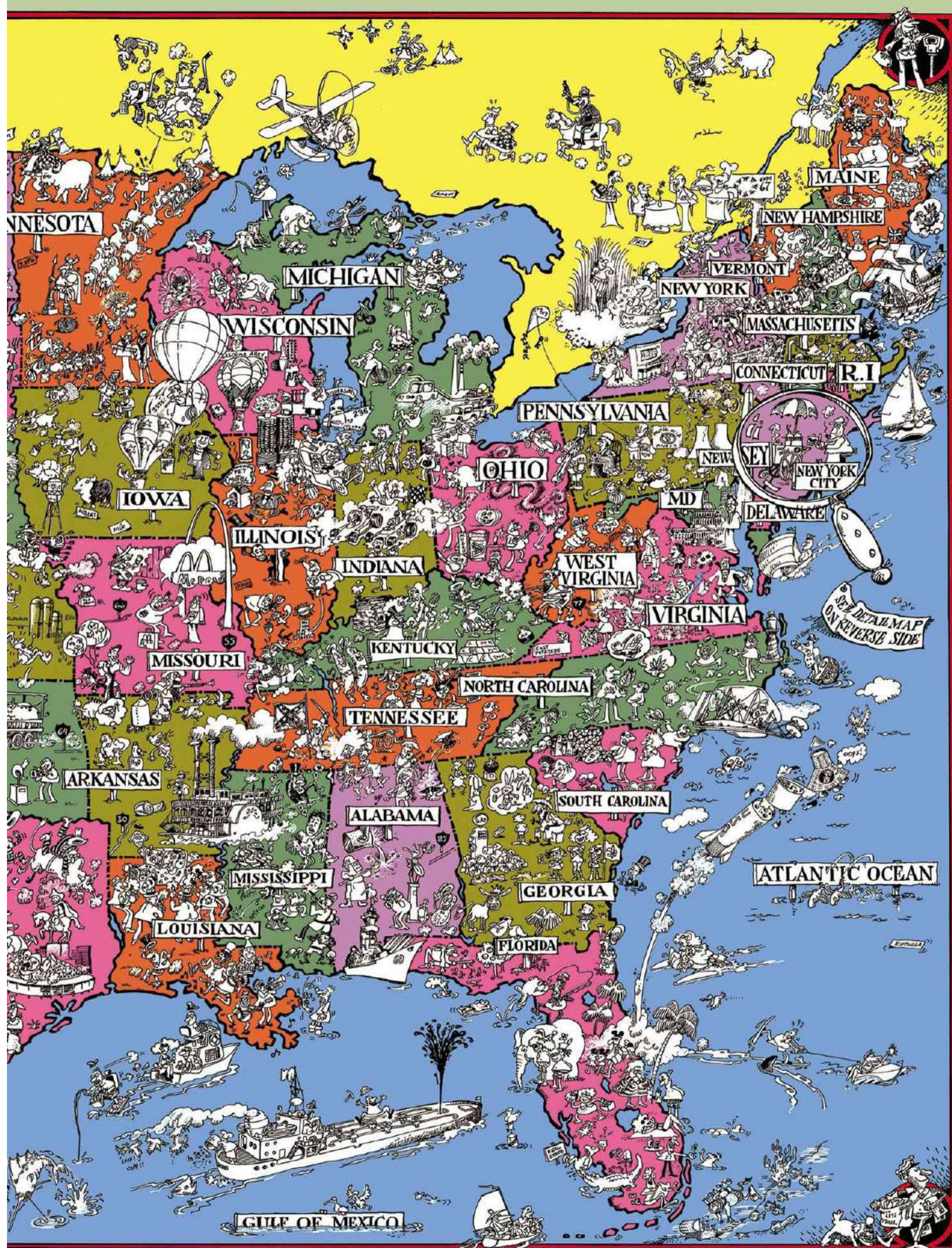
IDEA JOEY TOWNSEL















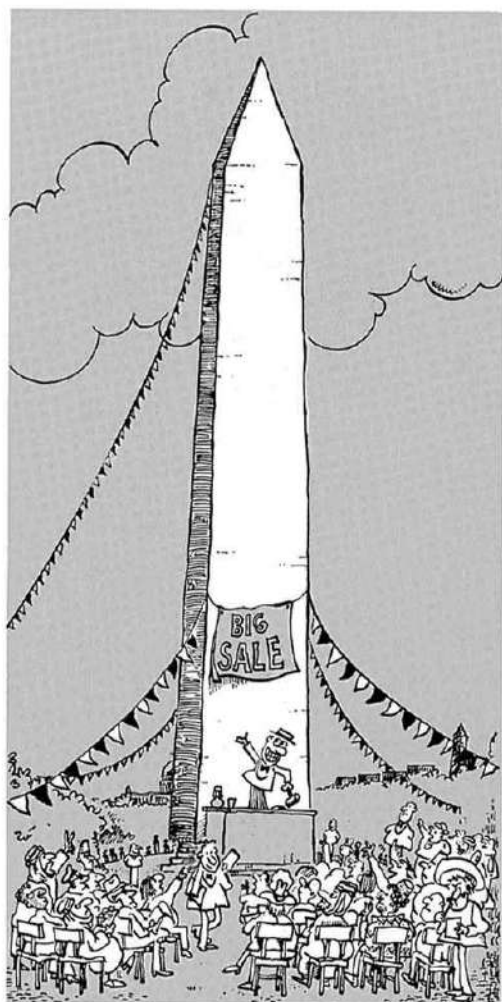
Out in Lake Havasu City, Arizona, the London Bridge—formerly of London, England—has the world's great ocean liners, the Queen Mary, has been permanently moored, also for England's historic Victoria Station so it could be moved to Kansas City and turned into a lesson from the English! We can pick up some badly needed foreign bucks by following suit and



# THE MAD SALE OF EX PROPERTIES, LANDMA

WRITER DENNIS SNEE

## THE WASHINGTON MONUMENT



**DRESS UP** any metropolitan area with this distinctive 555-foot high marble obelisk. Since 1885, it has dominated the Washington, D.C. skyline as a towering testimonial to both George Washington and to the ideals of honesty, integrity and selflessness which he embodied. The deterioration and ultimate disappearance of these qualities among contemporary lawmakers, however, had rendered the monument obsolete. Thus, today, it merely serves as a painful conscience-goader for American politicians.

**PRICED TO SELL AT ONLY .. \$17,750,000**

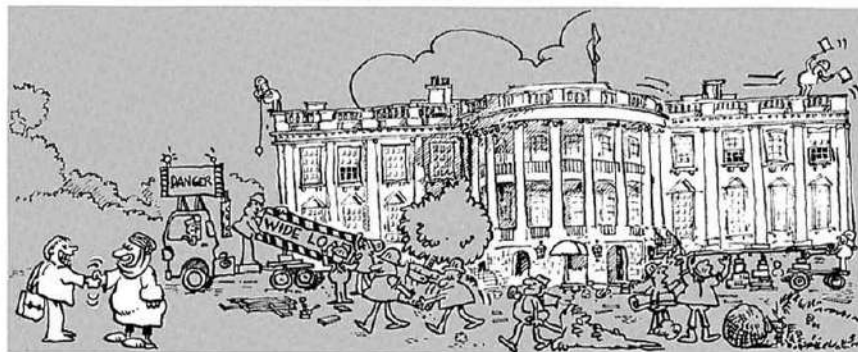
## ALCATRAZ



**MAXIMUM SECURITY ATTRACTION, ANYONE?** Once the "Pearl of the U.S. Penal System", Alcatraz no longer houses convicted criminals, since most felons today either go scot-free or prefer accommodations nearer their literary agents while they work on their autobiographies, etc. This "Slammer Supreme" is a one-of-a-kind property and an ideal stop for tourists in high crime areas. Included are dining facilities, cell blocks, exercise grounds, solitary confinement sections—plus—the world famous "big cage"...once occupied by the Birdman of Alcatraz himself.

**YOURS FOR A SONG AT ONLY ..... \$7,500,000**

## THE WHITE HOUSE



**RONALD REAGAN SLEPT HERE!** But not for long, after he learned that heating and cooling costs alone for this historic barn of a home was increasing the National Debt by 1.5% annually. So the cost-conscious Chief Executive, who set examples of frugality by first selling the Presidential Yacht, and later hiring out the Presidential Honor Band to play at weddings and bar mitzvahs on weekends, has decided that the upkeep at this Pennsylvania Ave. address is more than the U.S. can afford. The First Family has re-located in a modest but comfortable motel in Alexandria, Virginia, and the famous White House will be delivered safely to any location in the nation of your choice.

**PRICE? NO WHITE-WASH HERE AT ONLY ..... \$4,250,000**



s been re-erected and now serves as a tourist attraction. In Long Beach, California, one of  
 or the benefit of tourists. And recently, a real estate firm in Missouri attempted to purchase  
 a shopping mall. Considering our country's current trade deficit, maybe we should take a  
 d unloading our less-than-essential National Historic Landmarks and properties. Here, then, is...

# EXPENDABLE AMERICAN MARKS AND MONUMENTS

EE ARTIST SERGIO ARAGONÉS

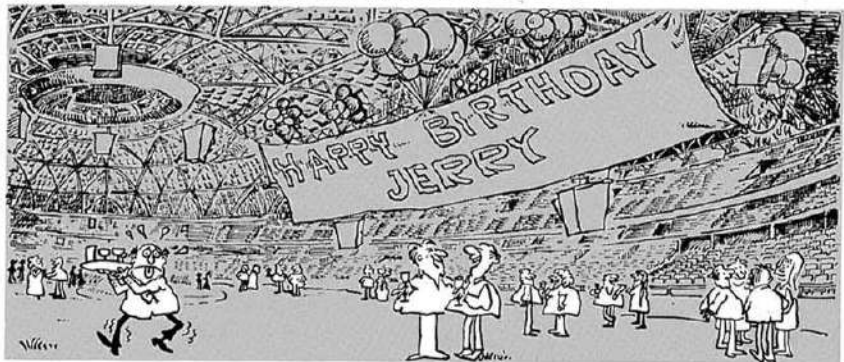
## THE GATEWAY ARCH



**THE CITY FATHERS** of St. Louis, Missouri, hated putting this impressive landmark on the market, but after their unsuccessful court battle over trademark infringement with McDonald's Hamburger Corp., they were forced to. So why not turn St. Louis's loss into your city's gain with this bargain buy? You aren't likely to find another architectural attraction like this at any price. "You deserve a break today," and at this low, low price you're getting one!

**GOLDEN OPPORTUNITY AT . \$3,250,000**

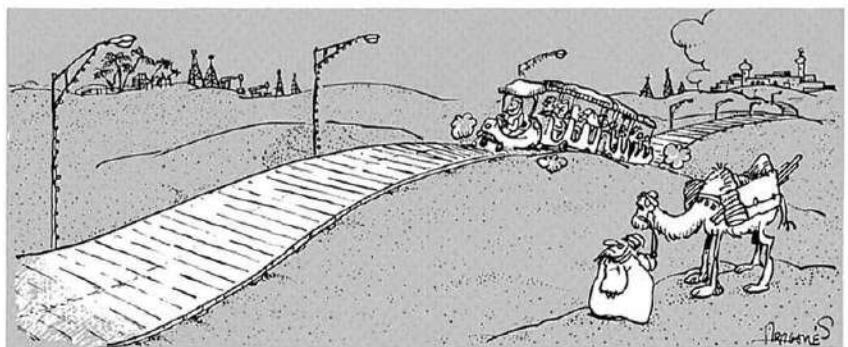
## THE ASTRODOME



**IT'LL NEVER RAIN ON YOUR PARADE**—or sporting event, either—once you take delivery on this spectacular climate-controlled arena. Texans don't like being topped...and since New Orleans one-upped them by building a bigger "dome" the powers that be in Houston have elected to let their Astrodome go, and concentrate on their next "super" achievement...enclosing Texas! But in the meantime, you can close in on this unbeatable Texas-size bargain.

**YOURS TODAY FOR A PALTRY..... \$15,500,000**

## THE BOARDWALK



**PUT AWAY YOUR MONOPOLY MONEY AND LET'S TALK DOLLARS** on this famous 7-mile stretch of Atlantic City ocean-front walkway. Always synonymous with successful restaurants, stores, boutiques and other tourist diversions, why not let this famous Boardwalk do the same for your slumping business district? With the advent of legalized gambling in Atlantic City, a new breed of visitors are finding the old wooden Boardwalk ill-suited for their needs. Syndicate "Helpers" constantly require fresh cement in which to dispose of undesirable elements, and "Doorway Debutantes" find it difficult to walk a "street" in which they can catch their heels in gaps between the boards. Therefore, a new, all-concrete sidewalk will replace the famous old Boardwalk just as soon as we can find a buyer for it at our absurdly low, low asking price.

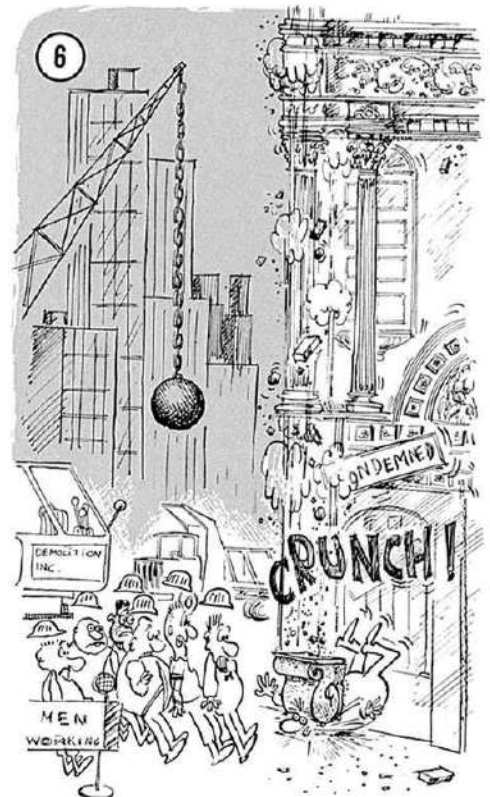
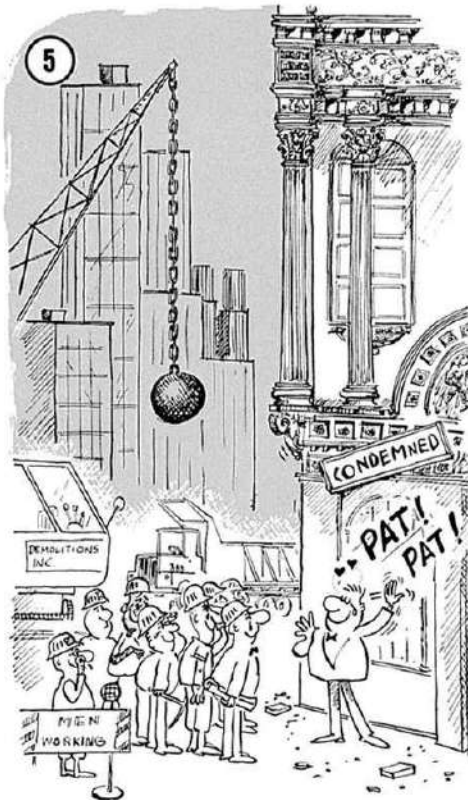
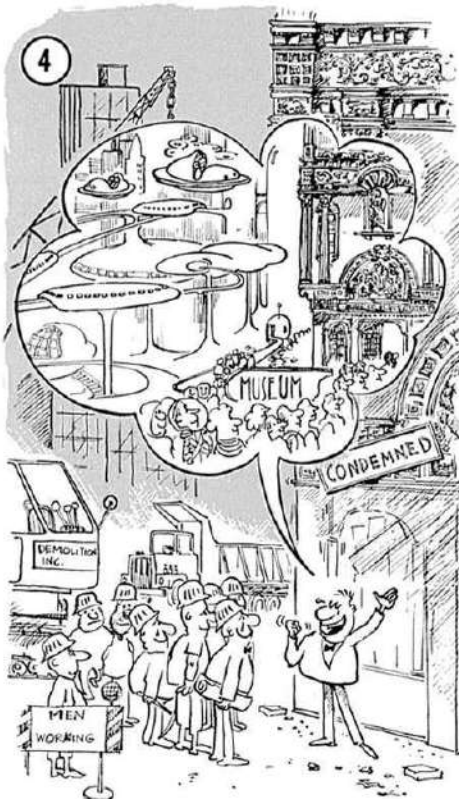
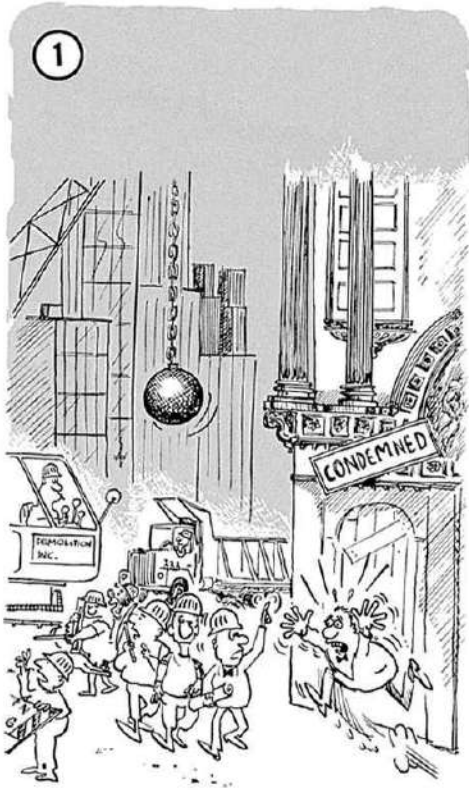
**YOURS NOW FOR A BREEZY ..... \$1,350,000**

ORIGINALLY PUBLISHED IN MAD #223, JUN 1981



# THE HISTORIC LANDMARK

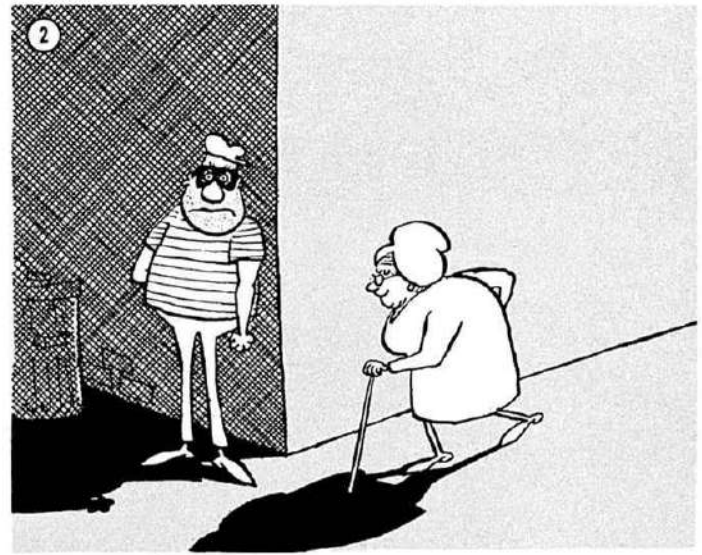
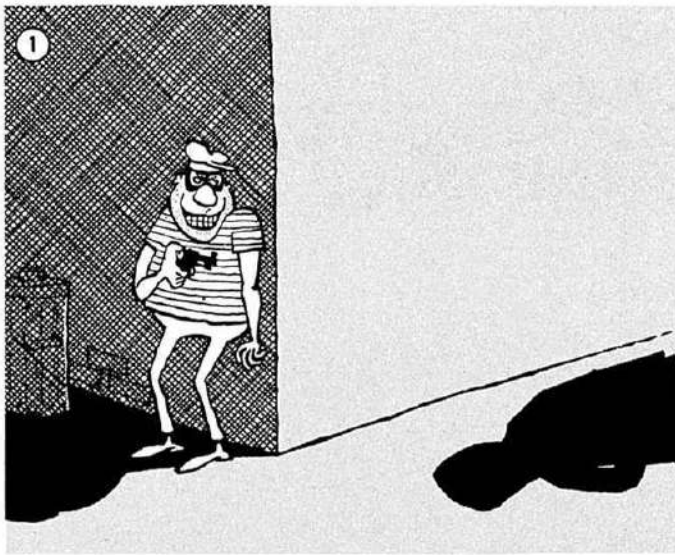
WRITER & ARTIST **SERGIO ARAGONÉS**



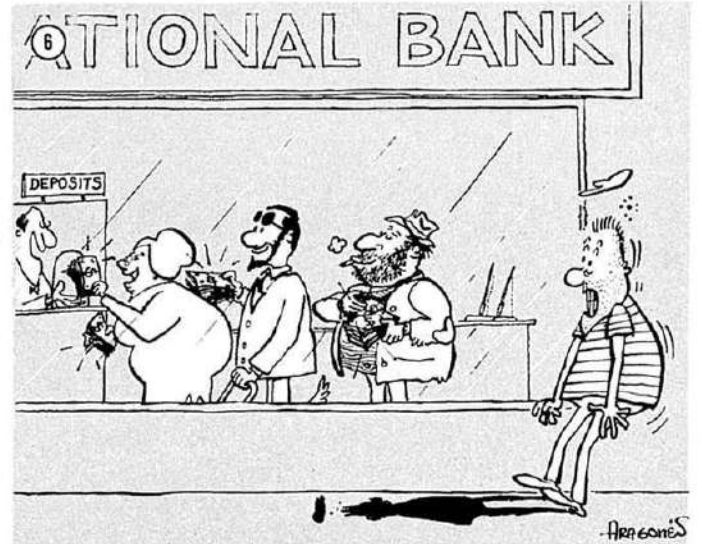
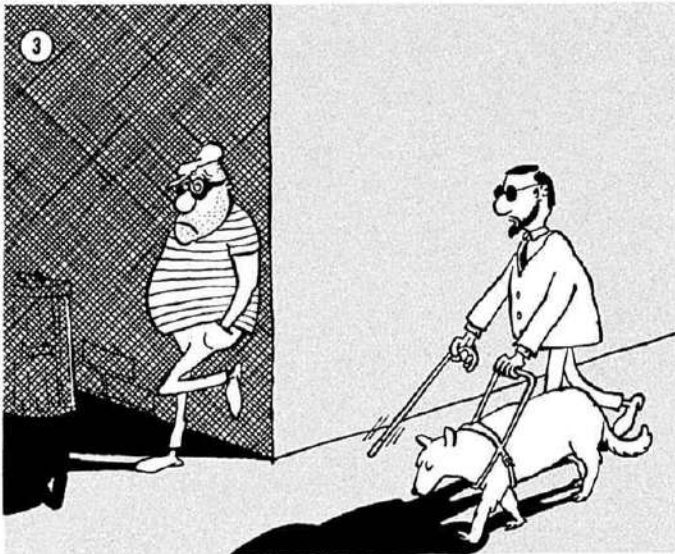




# ALLEY-OOPS!



WRITER & ARTIST **SERGIO ARAGONÉS**



ARAGONÉS

ORIGINALLY PUBLISHED IN MAD #121, SEP 1968



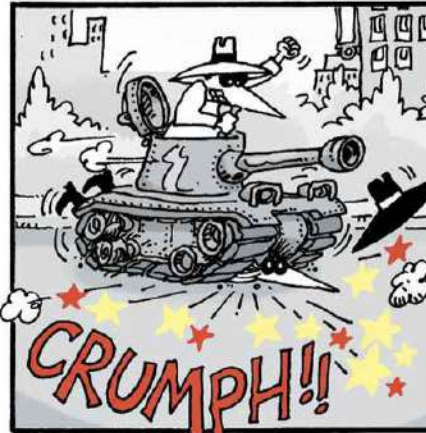




# Sergio ARAGONÉS PRESENTS

# SPY VS SPY

... ..



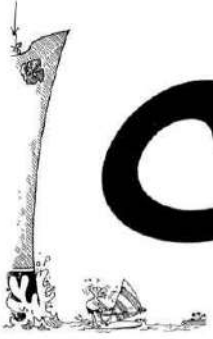




The average five-year-old thinks he's made a brilliant discovery when he smugly announces that any story beginning "Once upon a time..." is a fairy tale that didn't happen. Well, the average five-year-old is wrong! Many things dismissed as fantasy were very real in years gone by. Let MAD give you the straight poop on the way it was...

# Once Upon A Time...

WRITER **TOM KOCH**   ARTIST **SERGIO ARAGONÉS**



....THERE WAS ONLY ONE TYPE OF COCA-COLA,                      AND IT ONLY CAME IN ONE SIZE BOTTLE

—AND EVERYBODY SEEMED SATISFIED                      ...AND KIDS LEARNED



ALL ABOUT KINKY SEX FROM THEIR FRIENDS ON THE STREETS—NOT FROM GERALDO

RIVERA ON TV                      ...AND BASEBALL PLAYERS PLAYED FOR LESS MONEY



THAN THEY NOW GET FOR SIGNING AUTOGRAPHS AT CARD SHOWS





**...AND RADIO STATIONS KEPT THE SAME CALL LETTERS FOREVER, EVEN IF THEY DIDN'T SPELL**

**A TIME...THERE WASN'T ONE TENNIS TOURNAMENT IN THE WHOLE WORLD NAMED**

**COMPANY**



**...AND A KID COULD RIDE A**

**FOR EACH ACTIVITY**



**...AND YOU**

**ITEM BEFORE YOU KNEW WHETHER OR NOT YOU COULD AFFORD IT.**



**TO SELL \$8.95 WALL CALENDARS BECAUSE MOST OTHER BUSINESSES IN TOWN GAVE THEM AW**

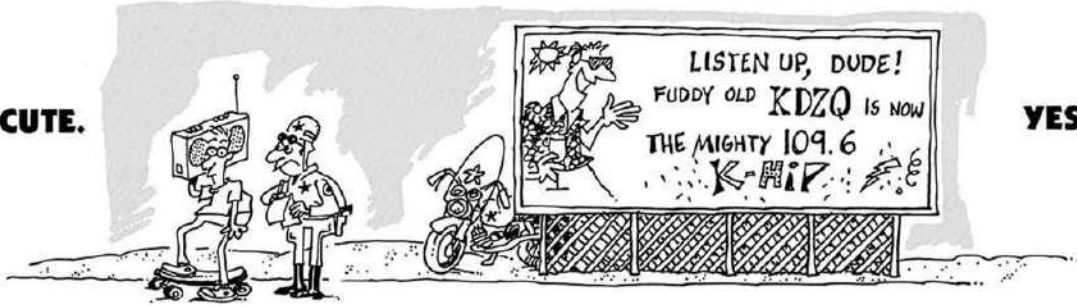
**PRIZED BASEBALL CARDS IN AN OLD CIGAR BOX—NOT A SAFETY DEPOSIT BOX**



**ANYWHERE ABOUT WHETHER OAT BRAN WAS GOOD OR BAD FOR YOU. IT WAS JUST FED TO**



ANYTHING CUTE.



YES, ONCE UPON

AFTER A CIGARETTE MANUFACTURER OR A FOREIGN CAR MAKER OR A PHONE

BIKE OR PLAY TENNIS OR EVEN KICK A BALL WITHOUT HAVING TO WEAR A SEPARATE OUTFIT

DIDN'T HAVE TO WAIT FOR THE CASHIER'S SCANNER TO READ THE BAR CODE ON A GROCERY



...ONCE UPON A TIME...GIFT SHOPS DIDN'T EVEN TRY



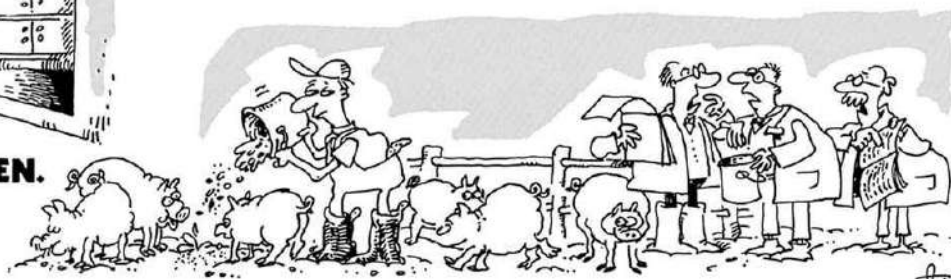
...AND KIDS KEPT THEIR MOST

WAY FOR FREE



...AND THERE WASN'T A SINGLE ARGUMENT

LIVESTOCK AND FORGOTTEN.





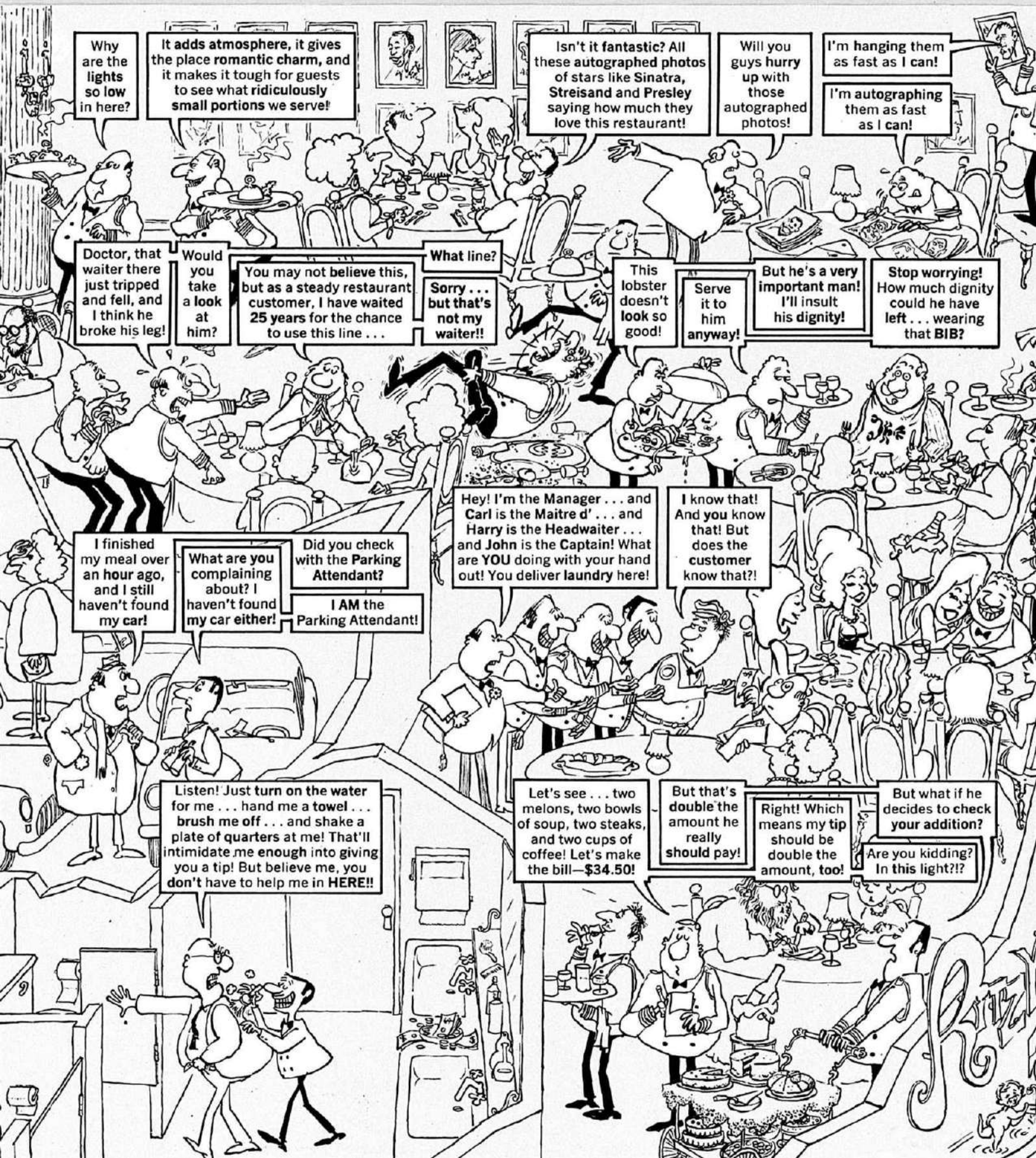


INSIDE-OUCH DEPT.

Okay, gang, here we go again with another visit behind the scenes of an American institution to

# A MAD PEEK BEHIND

WRITER LARRY SIEGEL



Why are the lights so low in here?

It adds atmosphere, it gives the place romantic charm, and it makes it tough for guests to see what ridiculously small portions we serve!

Isn't it fantastic? All these autographed photos of stars like Sinatra, Streisand and Presley saying how much they love this restaurant!

Will you guys hurry up with those autographed photos!

I'm hanging them as fast as I can!  
I'm autographing them as fast as I can!

Doctor, that waiter there just tripped and fell, and I think he broke his leg!

Would you take a look at him?

You may not believe this, but as a steady restaurant customer, I have waited 25 years for the chance to use this line ...

What line?  
Sorry ... but that's not my waiter!!

This lobster doesn't look so good!

Serve it to him anyway!

But he's a very important man! I'll insult his dignity!

Stop worrying! How much dignity could he have left ... wearing that BIB?

I finished my meal over an hour ago, and I still haven't found my car!

What are you complaining about? I haven't found my car either!

Did you check with the Parking Attendant?  
I AM the Parking Attendant!

Hey! I'm the Manager ... and Carl is the Maitre d' ... and Harry is the Headwaiter ... and John is the Captain! What are YOU doing with your hand out! You deliver laundry here!

I know that! And you know that! But does the customer know that?!

Listen! Just turn on the water for me ... hand me a towel ... brush me off ... and shake a plate of quarters at me! That'll intimidate me enough into giving you a tip! But believe me, you don't have to help me in HERE!!

Let's see ... two melons, two bowls of soup, two steaks, and two cups of coffee! Let's make the bill—\$34.50!

But that's double the amount he really should pay!

Right! Which means my tip should be double the amount, too!

But what if he decides to check your addition?  
Are you kidding? In this light?!!



to discover what new and inventive ways we the people are being shafted. Won't you join us for

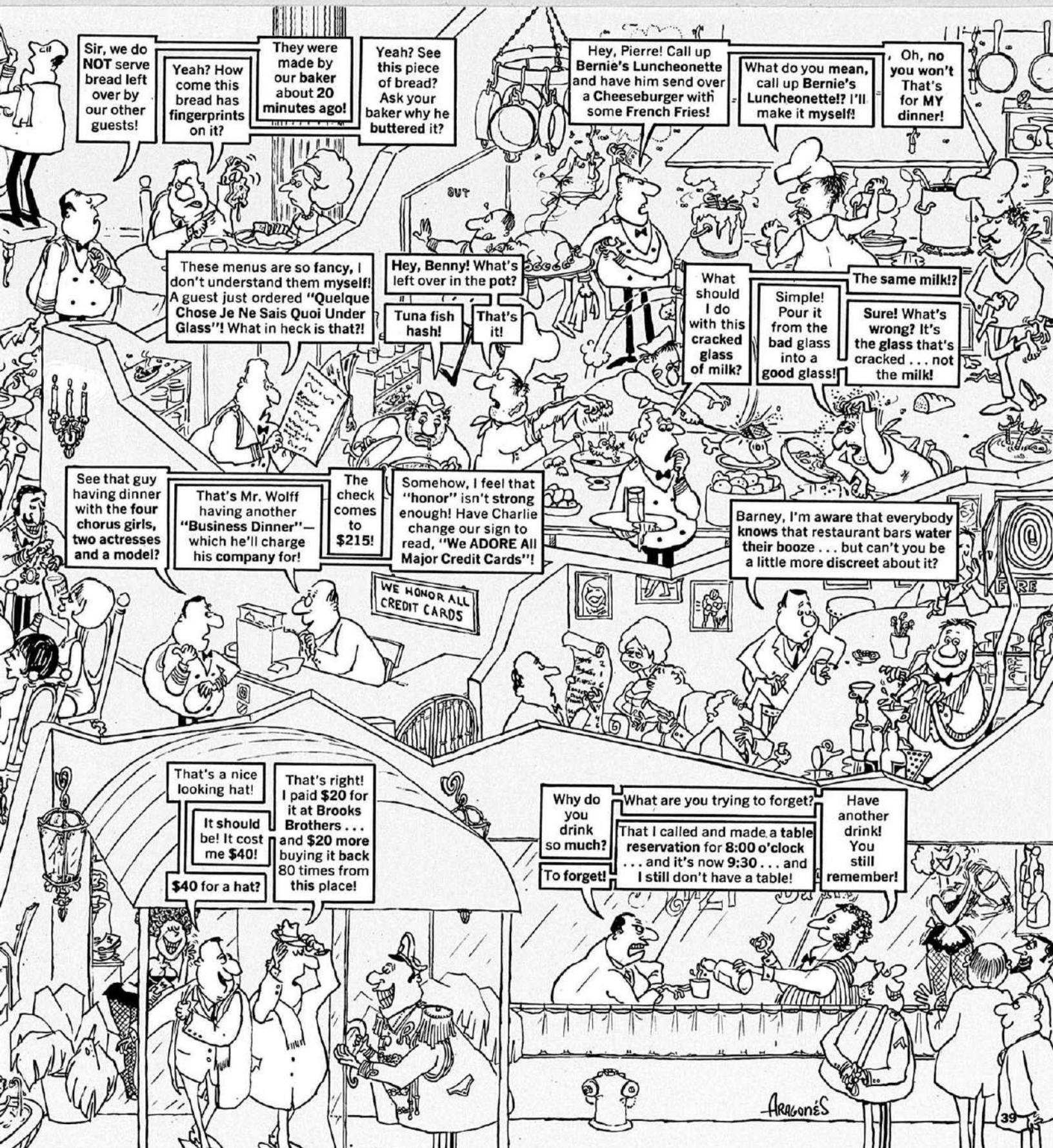


# THE SCENES

ARTIST SERGIO ARAGONÉS

## At A Fancy Restaurant

ORIGINALLY PUBLISHED IN MAD #135, JUN 1970

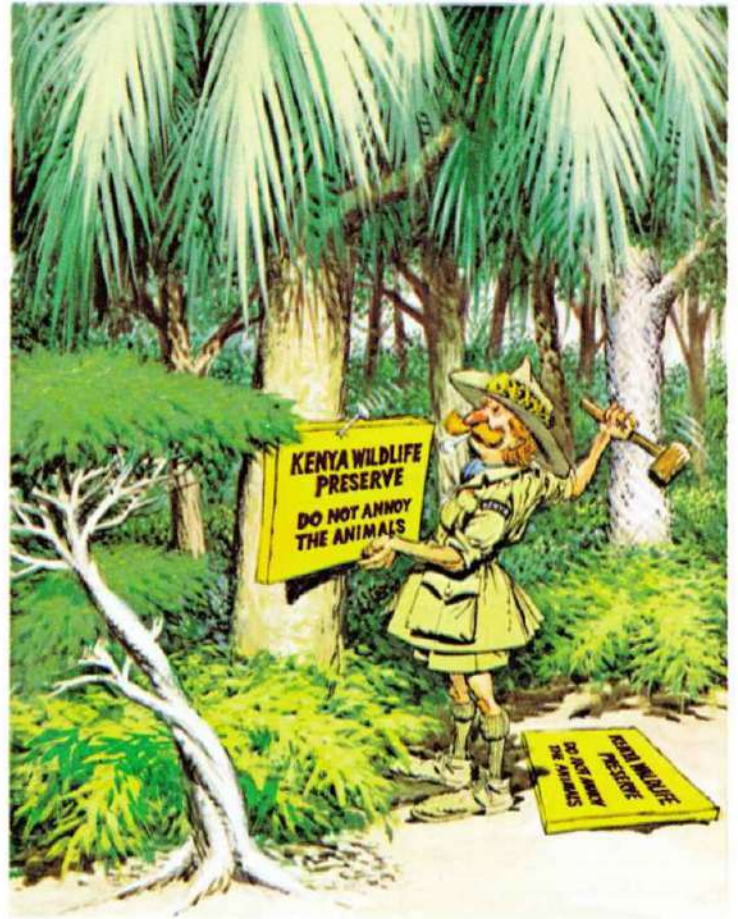




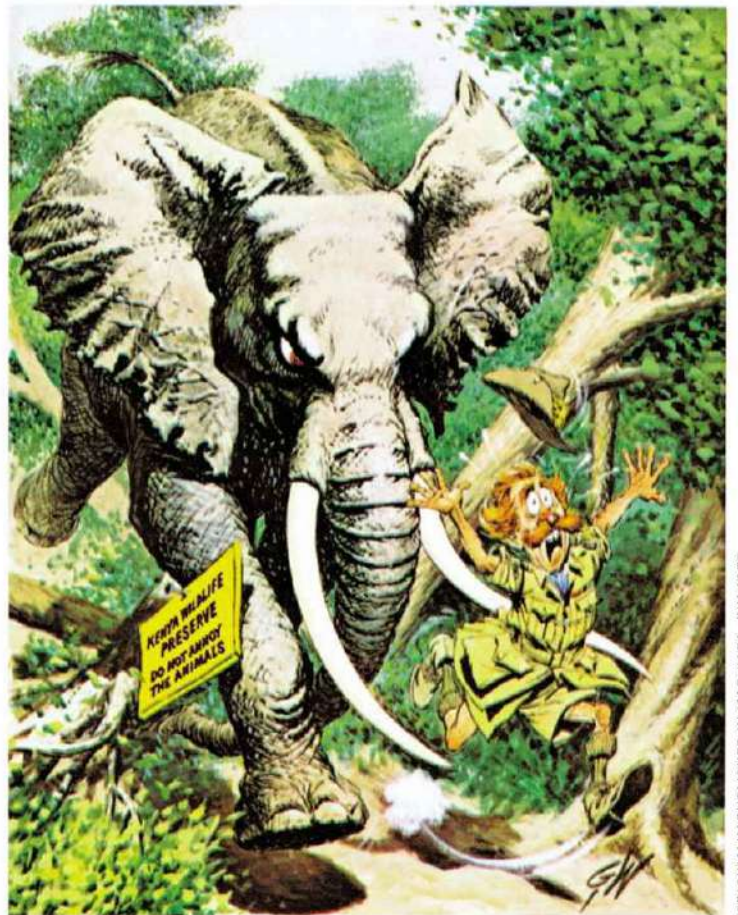
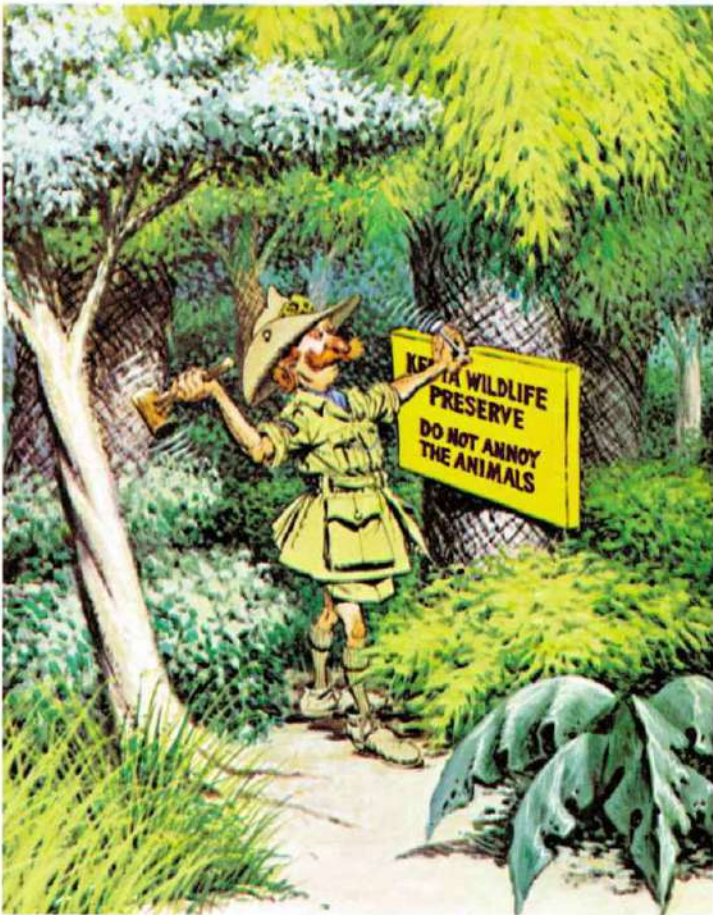
# ONE DAY IN THE JUNGLE



WRITER **SERGIO ARAGONÉS**



ARTIST **GEORGE WOODBRIDGE**





SERGIO  
ARAGONÉS

# LOOKS AT CARS

DEAR EDITORS:  
SURPRISE! I'VE  
COME UP WITH AN  
ENTIRELY NEW WAY  
TO DO "SERGIO ARAGONÉS  
LOOKS AT CARS" HOW  
DO YOU LIKE IT?  
S.



MAD

Dear Sergio!  
How do we like it? About as much as  
we like having a bad skin rash! Pick  
up your pen and go back to your old  
way of doing things--now--gracias!

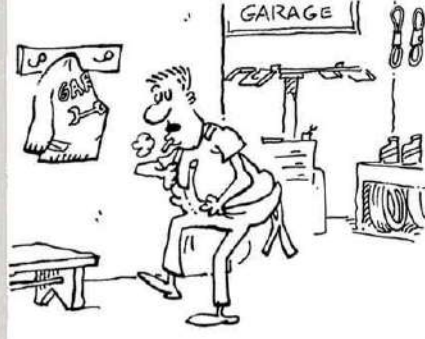
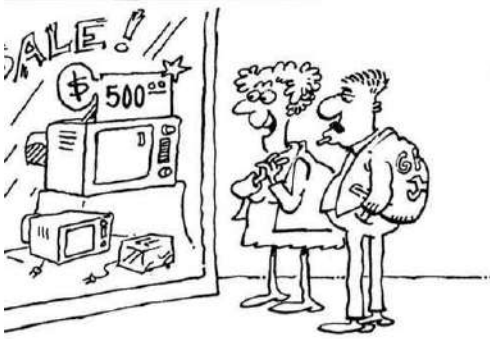
John +  
pick



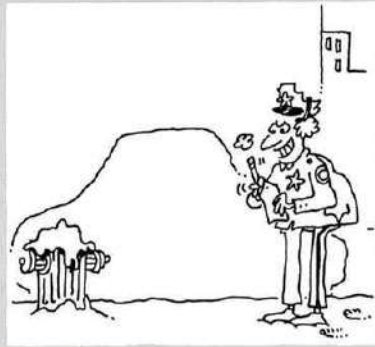
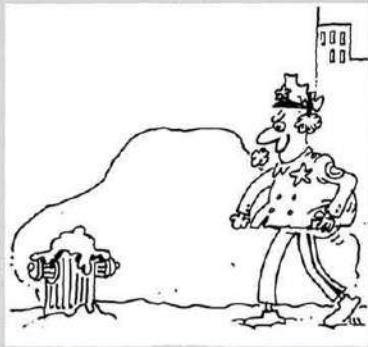
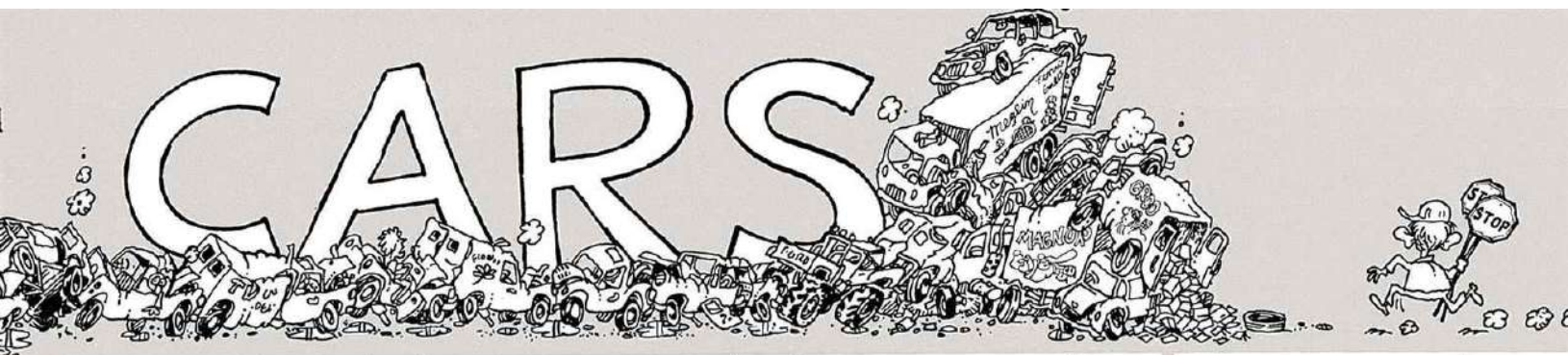




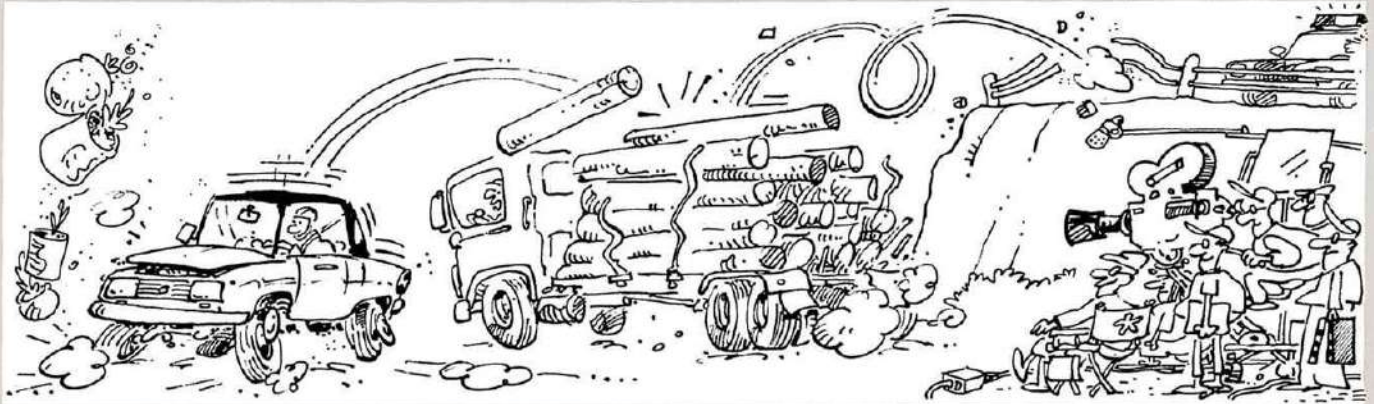
# A MAD LOOK AT











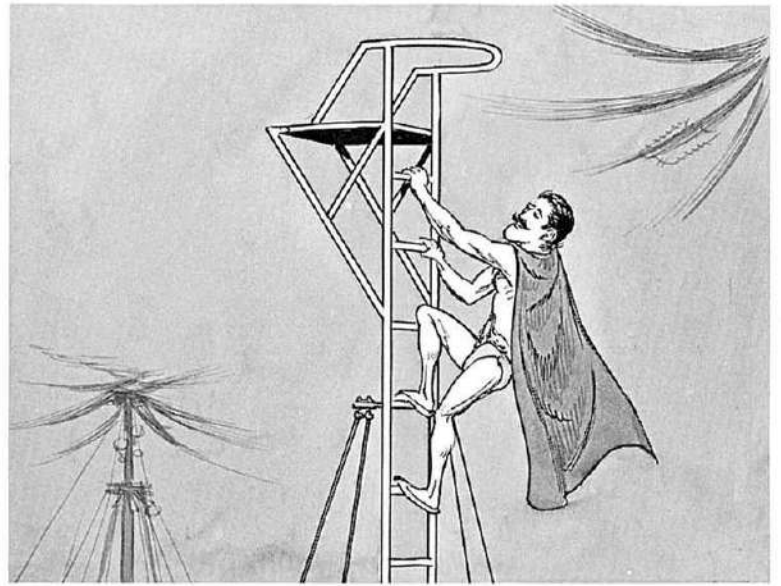




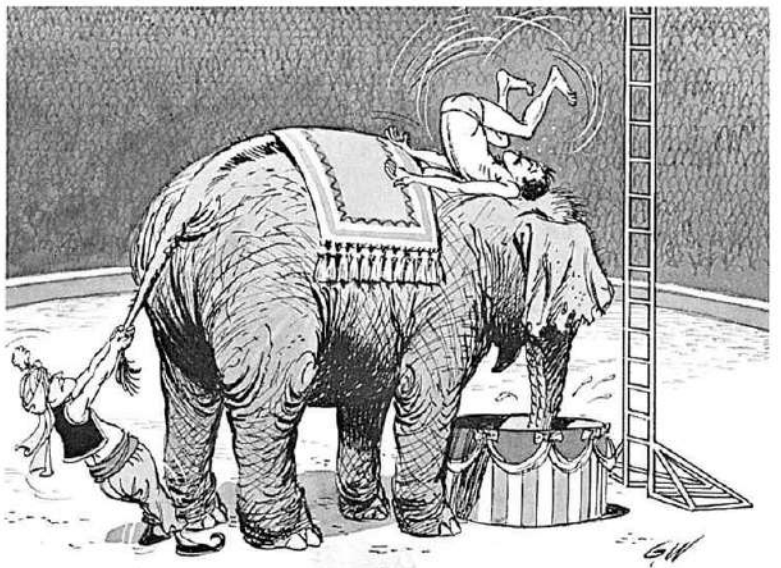
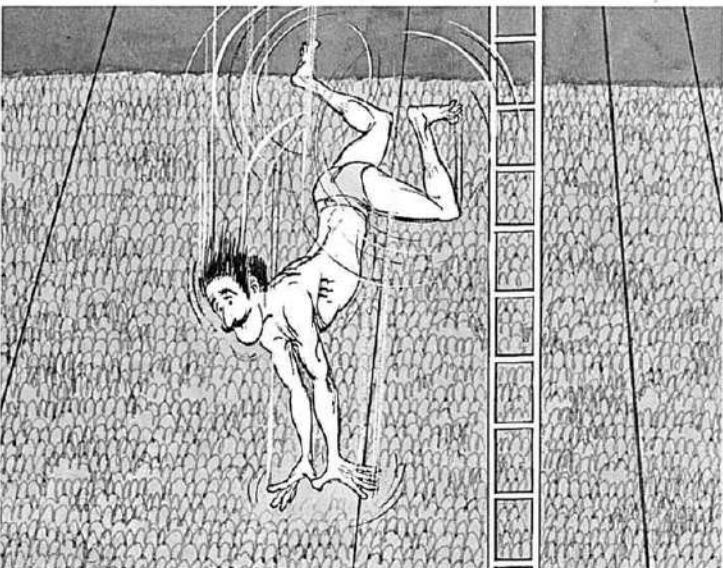
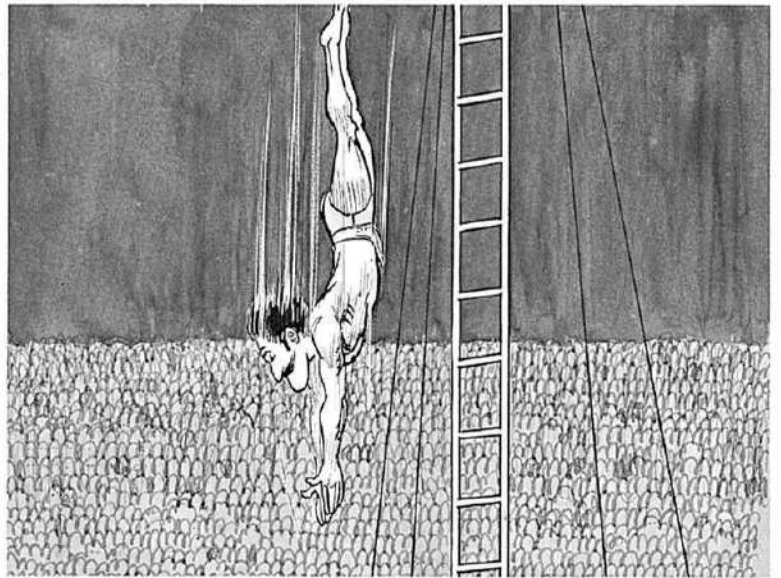
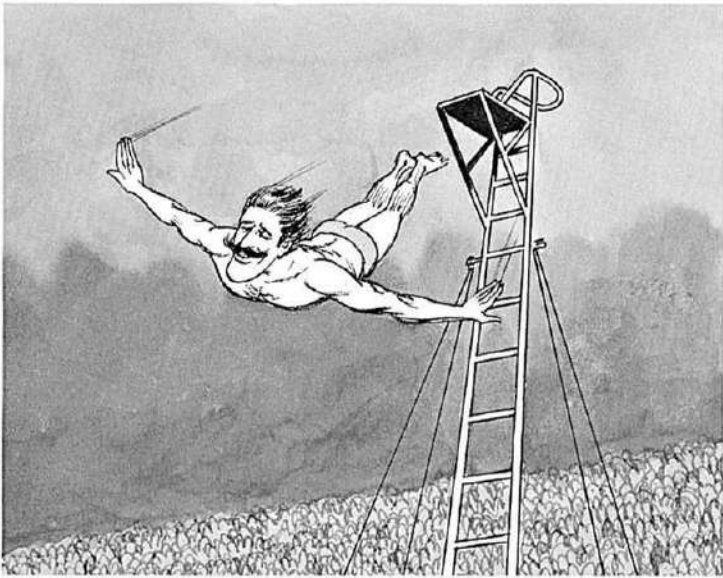
# THE HIGH DIVER



WRITER **SERGIO ARAGONÉS**



ARTIST **GEORGE WOODBRIDGE**







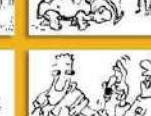
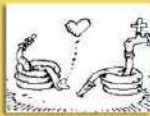
SERGE-IN GENERAL DEPT.

SERGIO ARAGONÉS

PRESENTS

# A MAD LOOK AT MARG

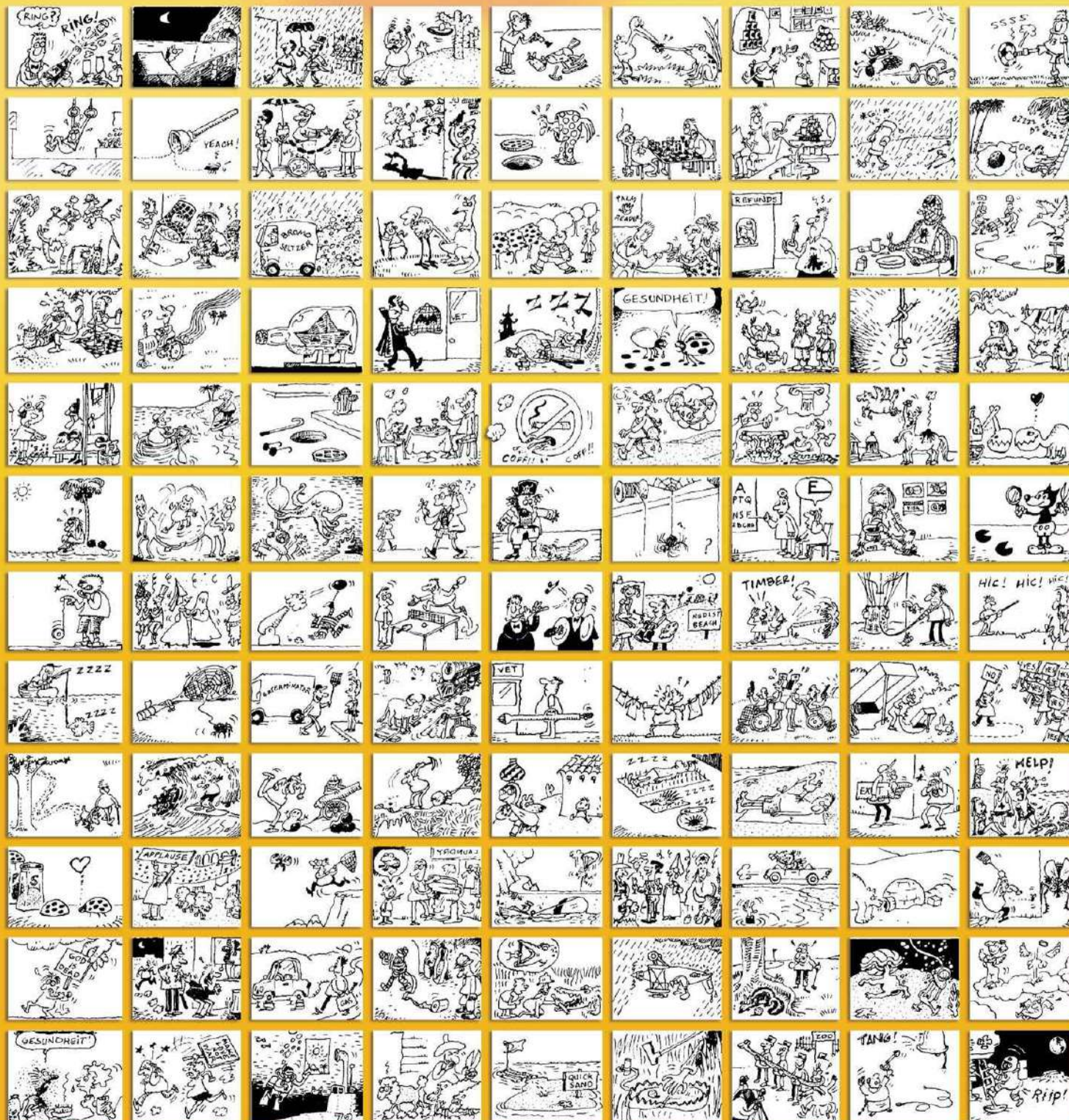
WRITER & ARTIST **SERGIO ARAGONÉS** COLORIST **TOM LUTH**



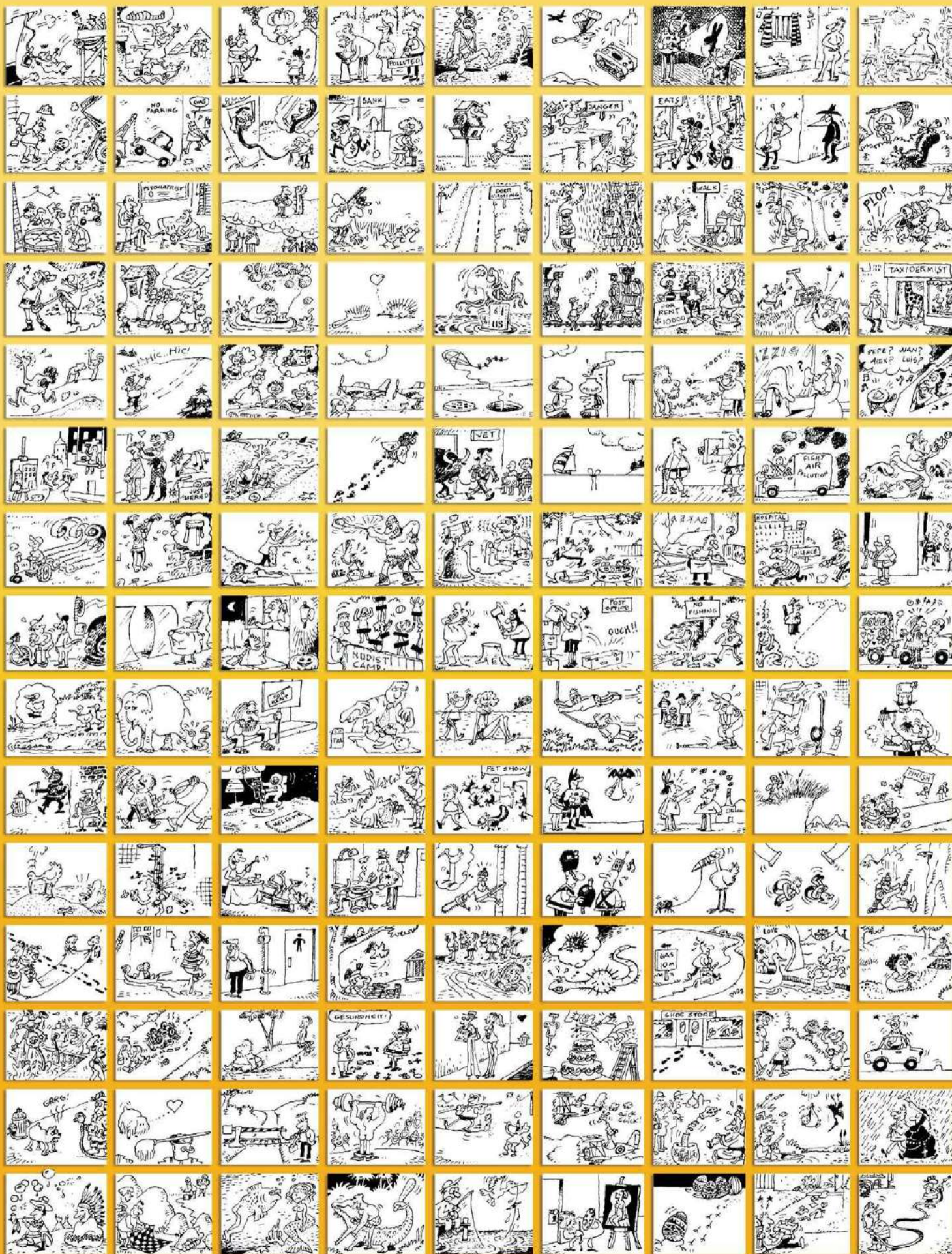


500 OF MY  
FAVORITES FROM  
MAD'S 500<sup>TH</sup>  
ISSUE!

ORIGINALLY PUBLISHED IN MAD #500, JUN 2009









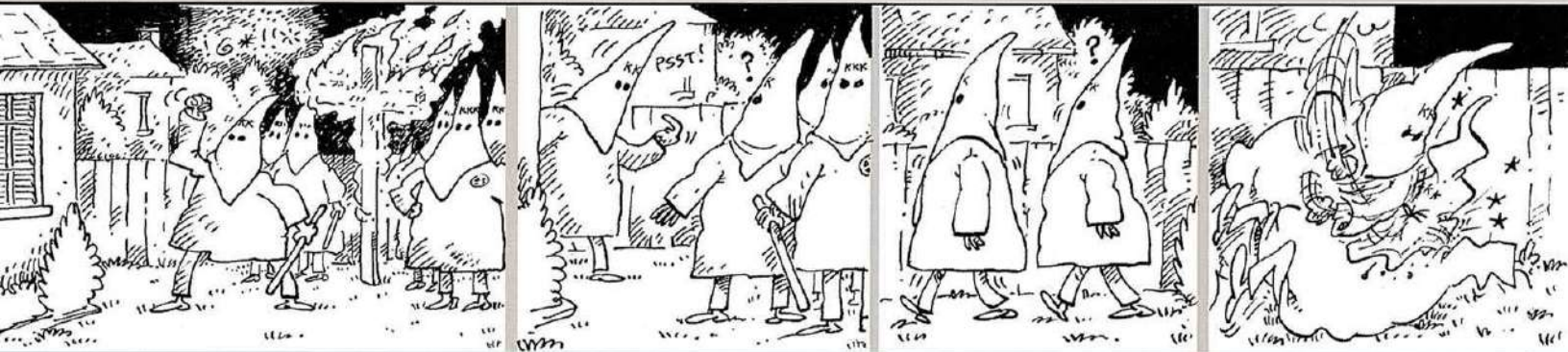
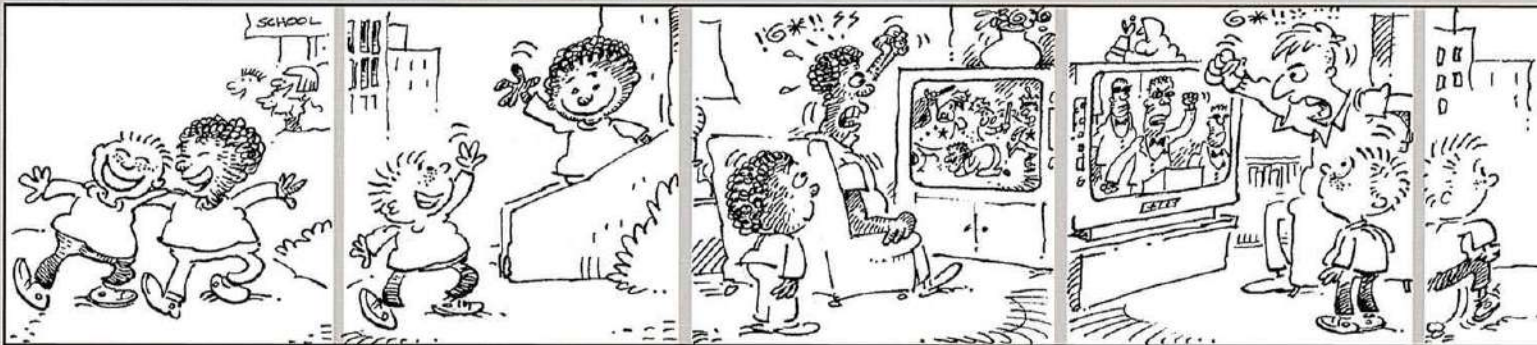




# A MAD LOOK AT



WRITER & ARTIST SERGIO ARAGONÉS

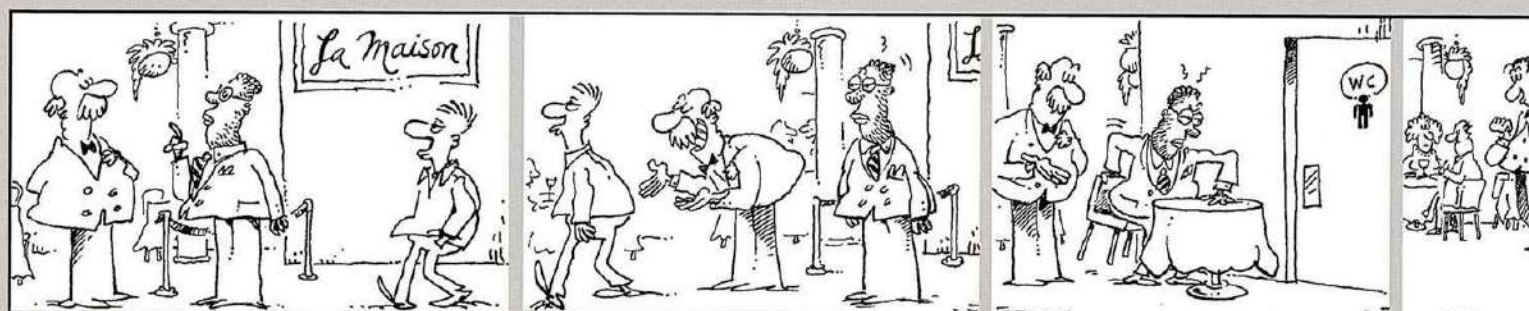
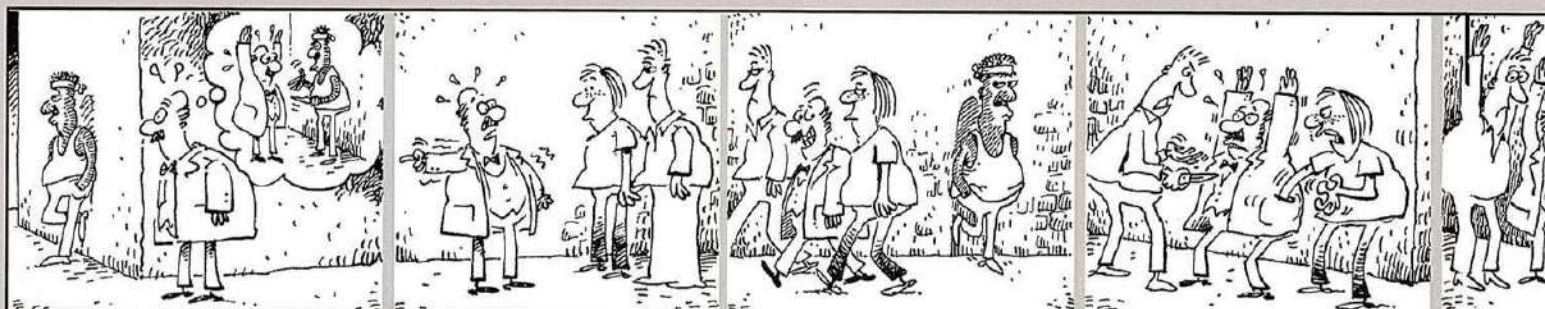
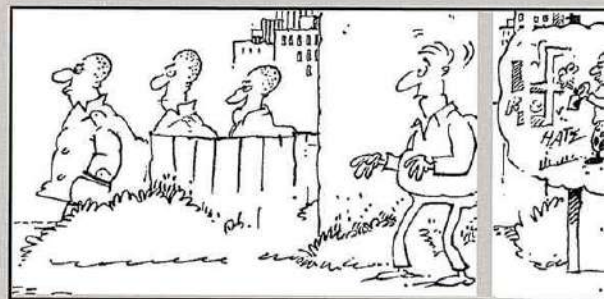




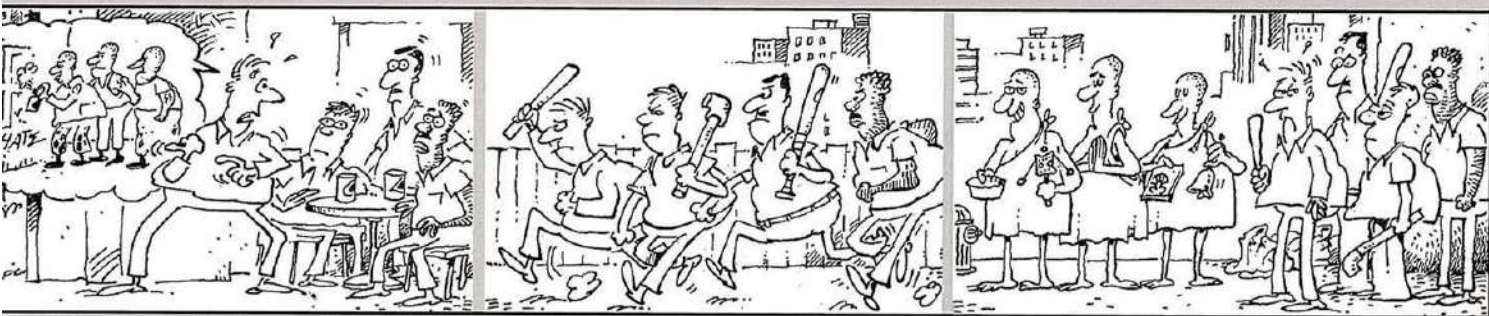
# RACISM















And now we shine a bright light on a favorite MAD feature—this time in color!

# THE SHADOW

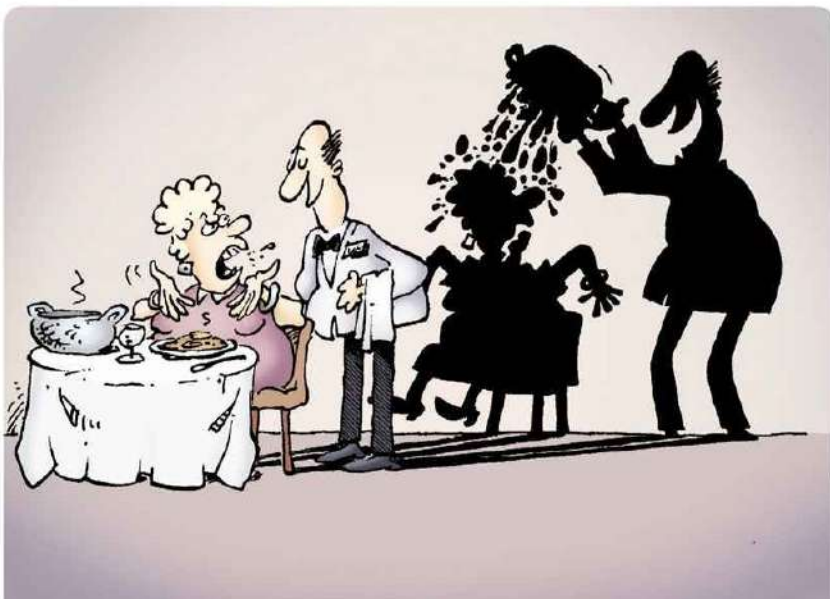
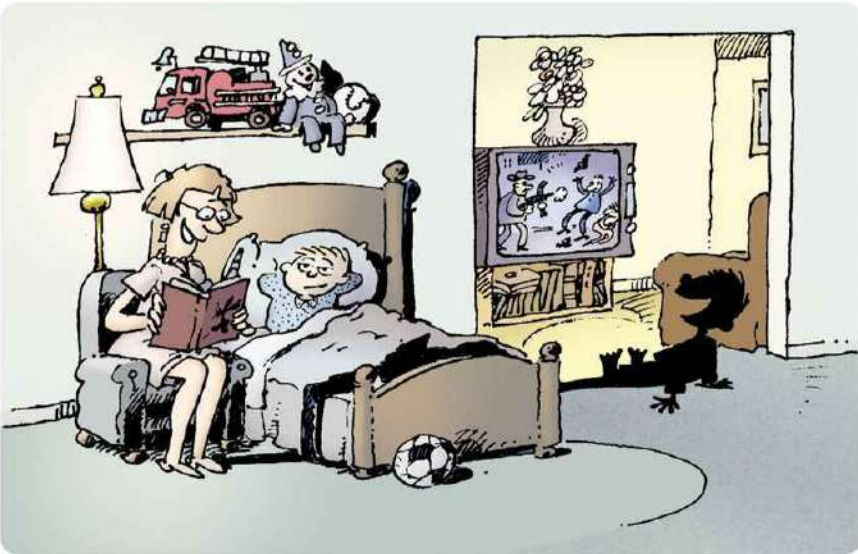


WRITER & ARTIST **SERGIO ARAGONÉS** COLORIST **TOM LUTH**





# KNOWS







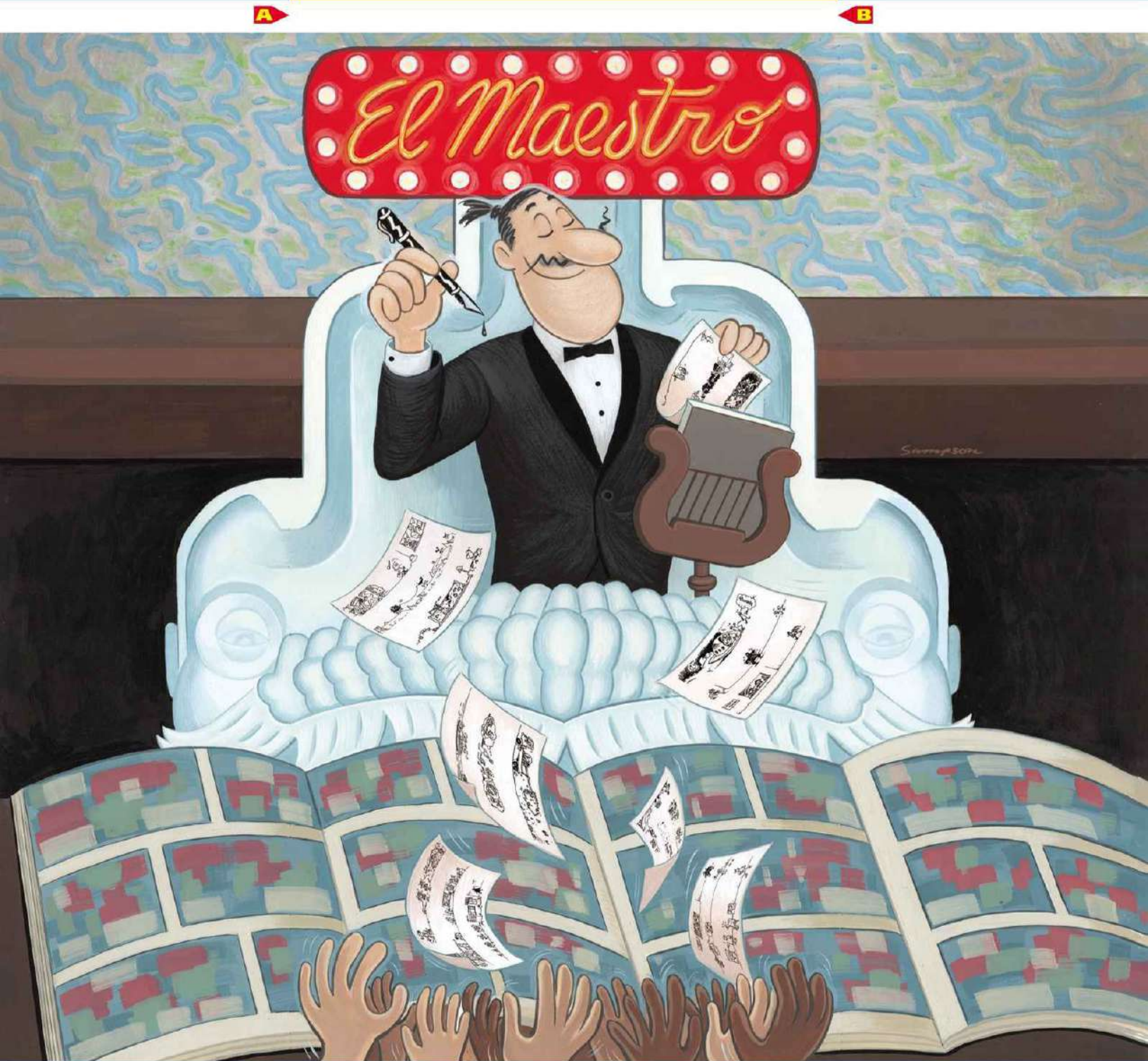


**HOW DOES  
SERGIO ARAGONÉS  
COME UP WITH  
SO MANY  
MARGINALS?**

## **HERE WE GO WITH AN ALL-NEW MAD FOLD-IN**

For over a half century, Sergio Aragonés has made cartoons for MAD. A prolific artist of the highest caliber, he is celebrated for creating thousands of tiny vignettes famously known as "marginals." How does he come up with so much material? To find out, fold page in as shown.

SWIPE FROM B TO A TO FOLD



HIS MIX OF WRY HUMOR AND SPEED IS UNMATCHED. SERGIO IS SIMPLY THE BEST. THE MAD LEGEND IS ALONE IN THE TOPMOST ECHELON OF ADMIRER CARTOONISTS. HIS VAST OEUVRE IS IN SOMEWAYS INNOCENT, BUT IS MOST OFTEN VERY MISCHIEVOUS. HIS BEST WORK IS A SWIFT PUNCH IN THE GUT AND A TICKLE OF THE FUNNY BONE SIMULTANEOUSLY. THIS CRAZY WORLD IS A MUCH BETTER PLACE WITH THE MAESTRO HELPING US LAUGH AT IT ALL. ¡MUCHAS GRACIAS, SERGIO!

WRITER & ARTIST **JOHNNY SAMPSON**

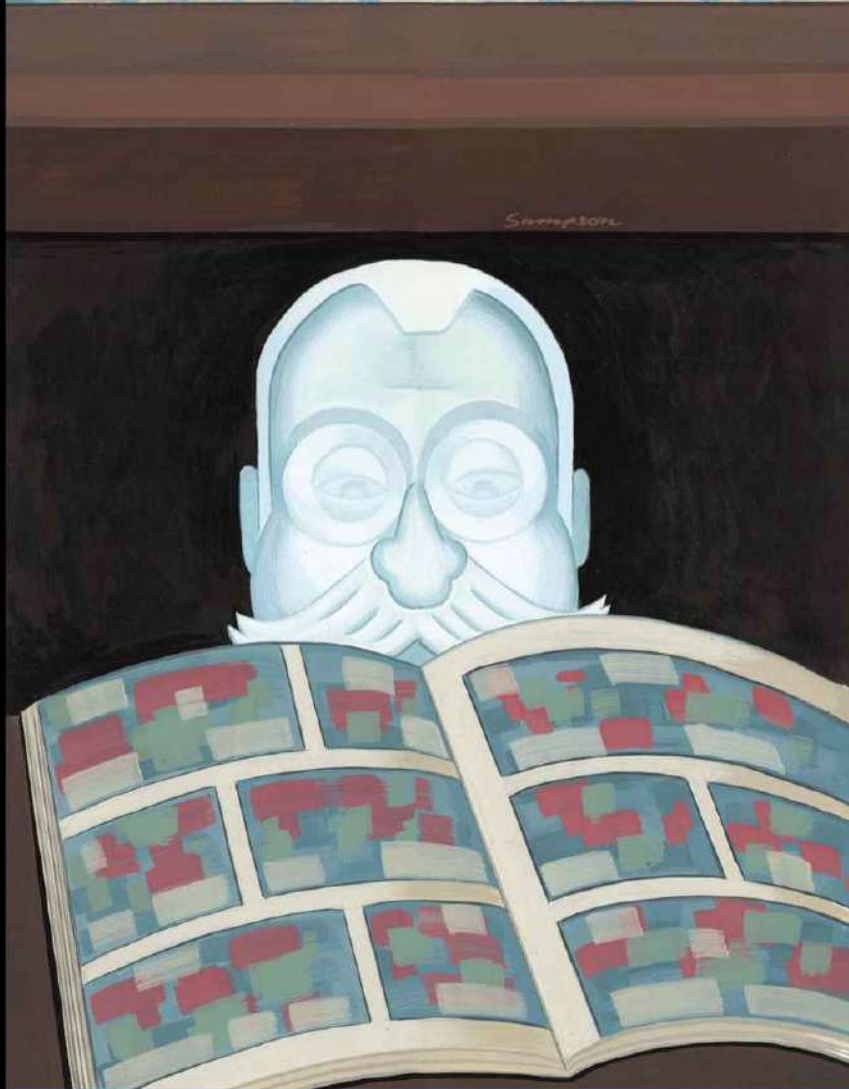


**HOW DOES  
SERGIO ARAGONÉS  
COME UP WITH  
SO MANY  
MARGINALS?**

SWIPE FROM B TO A TO FOLD



**A B**



HIS MIND  
IS ALWAYS  
IN THE  
GUTTER

**A B**





After you let your fingers do the walking!

**Yep, after you shop the Yellow Pages way,** you'll have to soak your fingers in Epsom salts! Why? Because fingers just aren't made for all that walking! We'll show you what we mean: Let's say you're out of Epsom salts. Okay, you'll shop by phone for some. Simply look up "Epsom Salts" in the handy Yellow Pages. There it is—No, that's an "Epsom Salts Manufacturer"! Now what? Try "Drug Stores"—they should carry it! Let's see: "Drug Importers," "Drug Manufacturers," "Drug Store Fixtures"—Ahh, here it is: "Druggists, Retail—See 'Pharmacists'"! More walking! Okay—"Pharmacists"—Hmmm—"Pharmaceutical Machinery," "Pharmaceutical Research Laboratories," "Pharmaceutical Manufacturers"—Ahh! At last! "Pharmacists"! Ho-Boy! Did you ever see so many "Pharmacists"? Okay, let's find one nearby. Start walking down the list. By now, your poor sore fingers are really killing you! See what we mean? You better let your feet do the walking next time. They're made for it!



A MAD AD PARODY

WRITER **SERGIO ARAGONÉS** PHOTOGRAPHY **LESTER KRAUSS**